

VARIETY

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64 PAGES

RADIO GOES INTERNATIONAL

How Leslie Morson, Actor, Landed Job In Skin Colony; Learned Part Too Well

At least one young legit actor has deserted the stage for nudist camp activities in the city of New York. This was disclosed by an inquiry to Equity in an effort to locate one of its members.

Nudist camp thing has expanded so that it isn't just a place in the outdoors, but rendezvous for persons to disport themselves indoors sans clothes. It appears that a Leslie Morson applied for a job with the so-called American Gymnosophical Associates, offices in midtown, and got the job of camp manager of the altogether sessions, being paid either five bucks or seven. Herman Koshinski, who made the complaint, hadn't made up his mind just which amount was correct.

'Not Grateful'

Anyhow, Koshinski alleges that Morson, instead of being grateful, poisoned the secretary's mind, ran away with her, and, having copied the files and membership records, is starting a new nudist camp. Fellow with the squawk explained the young actor was 'admitted to our high type nudist group' and feels that decamping with the files data was not ethical. He added that verbally he could tell more about the ex-manager.

Accompanying the complaint was a folder explaining how the group (Continued on page 12)

Morro Castle's Hulk, Cleanup for Resort To Go, Ending Boom

Asbury Park, Oct. 15. Asbury Park's wave of prosperity threatens to be terminated within the next few days, with officials of the State Board of Commerce and Navigation voting to move 'as soon as possible' the desolated hulk of the ill-fated Morro Castle, beached off Convention Hall Pier after the tragic fire at sea Sept. 8.

After visiting the remains of the once luxurious liner, J. Spencer Smith, chairman, and J. Raymond Tiffany, counsel of the board, stated they had fixed responsibility for the hulk's disposal. They declined to reveal their decision. Tiffany, however, indicated the Ward Line, which operated the ship, would not be required to take care of the removal.

Since the ship was beached Asbury Park has been playing host to thousands of visitors from all parts of the country, resulting in an unprecedented volume of business for the shore and saving many from bankruptcy.

Efforts of City Council to rent the ship's hulk as a delectable event proved fruitless, the idea meeting with united opposition from women's clubs and other organizations.

Solon Acts

Hollywood, Oct. 15. Congressman John F. Dockweiler of California has been set to do the Congressional scenes in Walter Wang's 'The President Vanishes' for Paramount Picture.

N.Y. DAILIES MAY SUSPEND PUB. SATURDAYS

Conferences are being held among New York newspaper publishers for the reported purpose of discussing advisability of suspending Saturday editions. Since NRA and the five-day week, with lessened business activity on Saturdays, the dailies are reported as having suffered.

Understanding is that discussions so far are preliminary and that an agreement may be reached to publish just one or two papers on Saturdays, others laying off. Or it may end up in being a rotating matter, with one morning and evening paper each Saturday, sheets taking their turn.

The five-day week in the newspaper field is another question either suspending or curbing of Saturday publication would help settle.

REFORMATORY BOYS APE EDDIE CANTOR

Elmira, N. Y., Oct. 15. Novel program on WBSZ is weekly broadcast from the Elmira reformatory every Thursday from 2:30 to 4 p.m.

Programs following the opening will be broadcast entirely by inmates, patterned after the Eddie Cantor air recues, with regular concerts by the Reformatory band. Bits from the inmates' annual minstrel show also will be used.

Congressman's Socialite Daughter in N.Y. Niter

Buffalo, Oct. 15. Evelyn Wadsworth, professionally Eve Rymington, daughter of Representative James W. Wadsworth of Genesee, and known to Western New York amateur theatricals and society as Mrs. W. Stuart Symington, III, debutante entertainer at the Place Piquale, New York. Piquale is a Broadway alter.

YANK SPONSORS READY TO POP

Pepodent, Sunkist, Bauer & Black, Kleenex, Lady Esther Among Prospective World-Wide Sponsors

TALENT EXCHANGE?

Number of American manufacturers interested in penetrating foreign markets through the use of broadcast dailies has mounted to impressive proportions. In the majority of cases the coin for the air campaigning will be forthcoming as soon as they have established sales and distributing organizations in the spots selected.

Of the major bankrollers of radio advertising in America, Pepodent particularly, would like to get its sales messages to listeners in the British Isles. Ways of reaching this market from transmitters spotted on the Continent are being studied by the drug and cosmetic maker.

Commercial with the most pretentious plans as far as foreign broadcasting is concerned is the Kotex Corp., which also manufactures Kleenex. This concern is figuring on using radio in Mexico, Cuba, Porto Rico, the Philippines, South Africa and the Shanghai section of China, with the idea of plugging both products.

Wrigley Gum is giving thought to launching an elaborate ether campaign in both Japan and China, while Princess Pat, Bauer & Black and Lady Esther are each working on propositions that will bring their products to the attention of set owners in Brazil, Argentina and Chile. Also on Lady Esther's prospective broadcast list are Mexico and Porto Rico. With things now on the upbeat in the Latin-American (Continued on page 19)

Roosevelt Fireside Chats Priming English Interest in U.S. Political Talks

About Face

Broadway columnists aver they're through with the 'guest star' idea in personal appearances on vaudeville dates, radio, etc.

They admit there's been too much criticism of these bookings being personal benefits.

England is displaying marked interest in American internal political affairs. A series of talks under the heading of 'American Points of View' have been set by Cesar Saerchinger, European director for CBS who is over here for a few weeks. He acts for both CBS and NBC who are cooperating.

Credited to President Roosevelt's Fireside Chats and the New Deal which is attracting widespread comment abroad, England has now come forward to sponsor this group of outstanding speakers through trans-Atlantic pickups. Under the banner of NBC, series starts this coming Sunday (20) with Stuart Chase giving the lowdown on current events.

Others lined up as speakers include: Frances Perkins, William Allen White, Sidney Hillman, Owen Young, Sinclair Lewis and possibly Herbert Hoover. Each will be presented during a fortnightly interval so as to cover the entire winter and early spring months.

England up to this time has been (Continued on page 27)

NIX 'COCKTAIL' MENTION ON BEER SHOW

Chicago, Oct. 15.

Beer accounts are the most fussy sponsors, according to radio managers and brewery magnates can object to more things on a program than all other sponsors combined. Particularly do the brew men get excited about songs their shows, seeing in every tune and title another deep dark scheme of a rival industry to steal business away from the brown bottles.

Schlitz had its agency in a turmoil here, kicking out song after song because of non-beer tendencies. Schlitz refused to allow its program to include 'Cocktails for Two' on the contention that the song told romance in with cocktails instead of beer. Refused to okay 'Vive La France' because France is associated with wine and not with the brew that made Milwaukee famous.

Radio Buying Up Air Rights to Old Broadway Stage Hits for Future

To assure themselves of enough manuscripts for their dramatic programs, agencies are seeking to obtain the radio rights to the entire libraries of prominent legit producers. J. Walter Thompson has started the ball rolling in this direction by identifying John Golden to a contract which gives that agency's clients exclusive call on all Golden plays.

Other agencies interested in the same idea of reviving old stage hits have approached A. H. Woods, Sam H. Harris, the estate of Henry W. Savage and Arch Selwyn, still

other agencies, with thoughts of bringing back to listeners musical comedy hits of the past 20 years, have their eyes peeled on the scores and books controlled by Schwab & Mandel, Arthur Hammerstein, Jones & Green, the estate of Charles Dillingham and Lyle B. Andrews.

In the case of the Thompson agency, the task calls for a different dramatic revival each week for both the Lux and the Royal Gala (the Mary Pickford) programs, and a musical comedy excerpt for the Kraft whirl with Paul Whiteman Thursday nights.

Rockefellers Offer Reinhardt 'Guest' R.C. Stage Production Post

If accepting the Rockefeller offer, Max Reinhardt will come east shortly for a limited period as manager of shows at the Radio City Music Hall in New York. Leon Leontoff, M. H. production head, made a recent flying trip to Hollywood, commissioned to talk turkey to the imported impresario, and is understood to have received a favorable although indefinitely dated answer.

Reinhardt is currently in Berkeley, Cal., duplicating the 'Midsummer Night's Dream' spec, which he presented last month in Hollywood. He has a contract to direct a film for Warner Bros., but the date is sufficiently far off to permit his coming into Radio City as 'guest' producer.

Hauptmann Trial Pitchmen

Trouton, Oct. 15. Some of the barbers of Flemington, seat of Hunterdon county, think the various concessions during the trial of Richard Bruno Hauptmann would be profitable and they have asked the borough clerk for the exclusive rights to vend peanuts and otherwise pitch outside the court while Hauptmann answers to the Lindbergh baby charges.

The borough clerk told the concession seekers they would have to pay a license fee of \$5 a day and that there would be nothing exclusive about the concessions.

Politicians Get Proud; Resent Stations Apologizing for Them

Chicago, Oct. 15. — Political talkers have now gotten a strong enough hold on radio stations that they are beginning to ask if their money isn't just as good as any sponsor's, and if it is, then why must the stations continue the practice of introducing an office seeker with an apology.

It's a custom that gradually grew out of the old situation where a politician was made to feel very grateful for being allowed to speak over the air for votes. That was when the chief campaign medium was the street corner soap box route. Since then they have invaded radio to such an extent that most of the local stations have a long list of speakers already on tap at regular commercial rates.

From that vantage point politicians are beginning to feel that there is no longer a reason for introducing them with the usual apology. Instead they want to be announced like any commercial, with the plain introduction that for the next 15 minutes Mr. Doakes will speak to you from this station.

IGN is going in for the public service end. They are not taking money for the broadcasts, but are picking the leading candidates from each party and are letting them battle it out.

Lumbermen's Show Ties Up with Housing Act

San Antonio, Oct. 15. — Texas quality gro up has annexed two more commercials to nearly exhaust its available p.m. hours.

Originating from WFAA, Dallas, Lumbermen's Association of Texas airs weekly on Tuesdays from 5:15 to 6:45 with 'Friendly Builders' program featuring band, bell canto quartet and philosophizing m.e. Tied in with National Housing Act apels. Thirteen weeks scheduled.

Morton Salt Company hits the air from m.m. station for 17 weeks' Saturday half hours from 8 to 9:30 with a bill-billy haywire band which seems popular in the southwest.

Ward Wants Lowry

Pittsburgh, Oct. 15. — Telephone wires between New York and here buzzed last week with Ward Bakke Company after Ed Lowry to m.e. its new CBS set-up with WII Osborne's band and Jeanie Lane. Lowry playing Penn theatre here.

Understood Lowry holding out for more dough, with nothing closed yet. It does go through. Lowry will have with him Elaine Arden, Steek's comedienne. Lowry recently wound up several months of sustaining for NBC.

Al-Sar-Ben Makes Grade

Omaha, Oct. 15. — Special broadcast of the Al-Sar-Ben stock show has been arranged for both the WEA and WJZ networks along with the Pacific and southern groups of NBC. Will be made from the Al-Sar-Ben coliseum Oct. 31 on the National Farm and Home hour.

Arranged through John Gillin, Jr. of WOW, and Niles Trammel, Jr. of Chicago. V.P. Al-Sar-Ben officials have tried for two years to have event broadcast, and decision clinched campaign led by George Brandeis.

Broadcast of the Al-Sar-Ben ball, which opens the social season Oct. 12 and is the gala event of the year was made locally over WOW.

Quality Group Sustainer

Zoe Freedman, manager of Fox-Brocklyn starting backstage series on Oct. 25 for Quality group four-station hook-up including WOR, WGN, WLW and WYLL. Top name of current stage bill will head each week's program with assisting talent gleaned from various sources. Will hit at 12:30 EST on Sunday.

Irish Luck

Lincoln, Oct. 15. — John Connor, former KFOR staff announcer, had a lapful of luck recently. Taking his vacation in Chicago, he tried out on spec for a spot in the Myrt and Marge menage and landed. Almost immediately thereafter, a roll of film he'd sent in for an ANBC contest, the principal prize being a trip to Hollywood and a crack at filmdom. Now he's afraid to open his mail.

NBC SHAKES UP CHI SPIELERS

Chicago, Oct. 15. — Switch in the set-up of announcers at the NBC studios here will bring Maurice Vetchel, production man, into the exec offices in charge of the spelling staff. Hal Totten will concentrate his attention strictly to sports.

Fate Gallicchio was brought back to the announcing staff at NBC last week after having been canned a week previously. But in that week so many things went wrong in the former Gallicchio department that they sent a hurry call in for him. Gallicchio had also been in charge of the pancake table, and on his absence the replacement announcers had the discs turning too fast or too slow and once pushed the needle right through the platter.

Boris Wallace drops out of the NBC announcers staff on Oct. 15, having come into the organization to handle special World's Fair stuff.

HEARST NIXES AIR COMM'L FOR RUNYON

Demon Runyon will not be permitted to broadcast under the Kentucky Cigarette banner. Sports writer was slated to audition a show that included Lennie Hayton, for the big account yesterday (Monday), when an order came through from W. R. Hearst barring the proposed air connection.

Hearing for Kentucky Winners had been arranged by the NBC Artists Service last Thursday (11). Included in the message to Runyon from Hearst was the suggestion that he (the publisher) would like to talk it over with him.

Chi G.E. Distrib Takes Hawk-WCFL No. U. Games

Cooper Company, distributors for General Electric refrigerators locally, has signed with Bob Hawk for the broadcast of home games of the Northwestern U football team over WCFL, the Chicago Federation of Labor station. Hawk has control of a regular period on WCFL, retailing out portions of it to sponsors. He regularly broadcasts under the tag of 'Red Hot and Low Down'.

Delmar at WOR

Jules Delmar has joined the Artists Bureau of Station WOR, Newark-New York, as a booker. It's the former RKO vaudeville booker's first connection with broadcasting. Started last week.

Ex-Page Boy Steps Up

Chicago, Oct. 15. — John O'Neil has been promoted to the traffic department at the local NBC offices, taking the spot vacated by Roscoe Barrett. O'Neil comes up from the page rank.

Sponsor-Agencies

Shell Oil Company bringing the 'Jimmie Allen' series into Chicago area proper for the first time. Product already well established in general Illinois territory, but this will be the first time for it in Windy City. Series on six times weekly.

MacManus, John and Adams, of Detroit, copied another account, the hot water heater firm of Howard Crawford, Inc. Also Detroit.

Donahoe and Coe agency, New York, has another v.p. He's Frank Harwood.

United Remedies, Chicago patent medicine house, now has a new title. It's Drug Trade Products, Inc. henceforward.

Pinaud, Inc. starts its hair tonic brand on a bullhorn over CBS Nov. 3. It's taken the \$ to 6:30 spot on the Saturday schedule. Program when picked will be musical.

Blaker Advertising Agency is handling the account.

E. Harold Greist and Victor Fabian have opened an ad agency of their own in Chicago under the name of E. Harold Greist, Advertising. Greist was formerly with R. M. D. & O., while Fabian spent 12 years as advertising manager of Chicago-Palmolive-Deet, and prior to that he was connected with Lord & Thomas. Agency is starting off with the American Rolling Mill account, which has a weekly brass band program over NBC.

Scottisane is spreading around announcement contracts on the basis of three readings a night. Business will be placed in between 59 and 60 stations. Some of the schedules go into effect this week. J. Walter Thompson agency.

Pea Boys, auto supply firm, has bought Redfern Hollingshead for two 30-minute periods via WCAU, Philadelphia, as part of a twice weekly variety series. Show has signed Vincent Travers' band, the CBS Four Showmen quartet and Jean Shaw, a few warblers. Programs will air Tues. and Fri. at 10:30 p.m. Contract is for 13 weeks. Firm formerly sponsored Roake Carter.

Wax Works

Grunow refrigerator (and radio) go on the ether on Nov. 1 through radio platters, after having cancelled their deal with CBS for a repeat of last season's Minneapolis symphony show.

Placed through the Hays MacFarland agency, Chicago, platters will hit some 30 stations throughout the country on a six-week twice weekly schedule. Dines carrying a pop musical show.

Nick Sturati will direct the orchestra for a series of discs for Radio Transcription Co.

Russ Johnston writing another mystery serial, 'Senate Murder Case', for coast dialing.

Gill and Dasmith in series of 75 platters to be produced by Transce.

Luxor cosmetic company through the Chicago Lord and Thomas agency last week sent in cancellation orders to all stations which were booked to take radio platters of the new 'Sally of the Talkies' show which was due to start on spot campaigns on Nov. 10.

Bert Green, who formerly headed his own laboratory, now with the Chicago Edward Petry office as salesman.

General Saking is spreading out with its 'Ted and Terry' mystery series. It is placing 45 recorded versions of the serial on WIP, Philadelphia, and stations yet to be selected in Indianapolis and Omaha, with the release schedule existing for five programs a week. Wax affair is currently running on WJZ, Detroit, and WTRC, Hartford, Conn. B. R. D. & O. is the agency.

Best Foods, Inc. sponsoring 'Round the World Cooking School' electrical transcriptions scheduled for 13 weeks.

Provident Mutual Life Insurance Co., Philadelphia, using World Service for nine weeks over ten stations starting October 14.

Grace Gibson, representative station 21R of Sidney, Australia, is in

Premieres

(This Week) — Oct. 17, Josephine Gibson. (Hearst, 10, WJZ). (Mason agency). Oct. 17, Uncle Sam's Radio Station. (Dr. Miles Laboratories, 7:30, WJZ). (Wade). Oct. 18, Colby M. Chester, Edwin C. Hill, Edward Nell, Fulton Oursler, Arnold Johnson's orchestra. (Liberty Magazine, 8:30, WABC). (Hewitt-Waney). Oct. 19, 'Thrills of Tomorrow', sketches. (Gilbert-Creever, 6, WEAF). (Charles W. Heyl). Oct. 20, Edward D'Anna band. Francis D. Bowman. (Carborundum, 10, WABC). (B. D. & O.). Oct. 21, Little Jack Little. (Pines, 1:30, WABC). (Russell M. Seeds Co.).

SCRUBWOMEN'S MATINEE

Two Shows for West Coast Keep Actors Up Late.

Couple of NBC clients, Beachnut Packing and Prudential Life Insurance, are considering asking the web to install some cuts so that the players in their casts can take a snooze between broadcasts. In either case the program calls for a rebroadcast to the Pacific area which is fed into the mike from New York at 1:15 a.m.

With the Beachnut troupe the long wait between shows takes place three nights a week. The program, 'Red Davis', gets its eastern and midwest release at 7:30 New York time. For the Prudential bunch, appearing in 'The Story Behind the Claims', it's a four-hour stretch between shows, but once a week.

Quarter hour before these stanzas start for the Coast both NBC's New York keys, WEAF and WJZ have eased it quits for the day, leaving the darkened plant in charge of the technicians in charge of the one show and the charwomen.

Phillips Oil Co. Buys Ryan's WGN Interviews

Chicago, Oct. 15. — Phillips Petroleum company has signed with WGN, the Chicago Tribune station, for the sponsorship of the Quinn Ryan 15-minute show each night at 6:45 p.m. Ryan has been in this spot for the past six months under the Thompson's restaurant wing, and built up a following as the World's Fair Reporter.

For the gas firm, Ryan will do a roving reporter stunt, interviewing 'interesting' people in interesting jobs. Show starts Nov. 5.

New High for WJJD

Chicago, Oct. 15. — Ralph Adams station WJJD has completed its most successful month since the station has been in operation, hitting a new high in September. Station is now sold solid from 6:15 a.m. and from 2:30-6:45 p.m., when it signs off the air at the latter time.

Station is at present so sold on announcements that it will not take any more spot deals until present contracts expire.

COBB'S CHITREBEL

Hollywood, Oct. 15. — Irvin B. Cobb, currently writing a script at Metro, hits for Chicago on a one-timer over NBC, Oct. 21, for Hoover Vacuum Cleaner Co. He'll then fly to New York for a once over for returning here.

Therold Crossdale, the London warbler, is being heard on WDAE, Philadelphia, again after a six-month lay-off.

Los Angeles purchasing electrical transcriptions for exclusive use and distribution down under. Formerly associated with Freeman Lang here, she went to the Antipodes six months ago. Returns to Australia Wednesday (17) on the Mariposa.

McBregor and Bellie, transcription studio, is producing a series of transcription programs for Rego Milk company. Will be placed through Potford, Constantine and Gardner agency in Portland, Ore.

OVALTINE ON WAX FOR FAR WEST

Chicago, Oct. 15.

Ovaltine company through the local Blackett-Sample-Hummert agency is cancelling the entire mountain and west coast on NBC following the refusal of the network to guarantee the 'Orphan Annie' show time more than 30 days in advance. NBC execs here have been in constant negotiation with the agency in an attempt to stall this cancellation but the split blew wide open last week.

Instead of using NBC the agency will go on platters for the west starting on Nov. 19, going off of NBC on the Friday preceding (Nov. 16). Will use seven stations only one of which will be an NBC station, and that in San Francisco. All other stations will be Columbia of indie-transmitters.

Loss of revenue follows NBC kicking Ovaltine off the Saturday night rebroadcast on the coast when the Swift program took a coast-to-coast program at the same period. Which cut Ovaltine off on Saturday and Thursday, the latter for the Rudy Vallee-Fleischmann program. Ovaltine asked a guarantee for the four remaining days at least, but NBC couldn't see it that way.

When Ovaltine starts its disc version of 'Orphan Annie' in the west area Nov. 19, the station releasing the program in Los Angeles will be a non-NBC affiliate. Contract for the five-a-week series has been turned over in that town to KNX, which isn't associated with either NBC or CBS. Live version of the show is carried on the blue (WJZ) link.

Waxed serial, however, has been placed on two other NBC affiliates, KDTL, Salt Lake City, and KVAR, Phoenix. In the Los Angeles area Earle C. Anthony, operating KFI and KBCA, holds an exclusive releasing contract with NBC.

SEVERAL NEW HANDS JOIN WORLD SYSTEM

Adrian Platter steps from assistantship to membership of sales promotion at World Broadcasting, New York. It's one of several shifts at the big waxworks. Ted Byron from WOKO, Albany, is new to continuity, and Allen Ward, from WLW, Cincinnati, is new to production. Robert Merrick is a new salesman.

World's new office in San Francisco is under Carl Langvian, who in turn is under Carl Campbell of Los Angeles.

KFPY, Spokane, 12 Years Under Same Management

Spokane, Oct. 15. — On Oct. 31 KFPY will observe its 12th year on the air. Founded in 1922, KFPY has broadcast continuously for twelve years under the same management. T. W. Symons, Jr. is the owner and operator. Station joined CBS network in 1929. Recent promotions at KFPY are George Langford, now chief engineer, and Bob Struble, now production manager.

Boony's 'Pleasure Cruise' originating at WHAM, Rochester, going to WYR, Syracuse, three nights a week during October instead of twice as heretofore.

Tom Everett, who has been doing freelance writing for various agencies, has joined J. Sterling Getchell's radio department.

Low Frost, program manager of NBC's Pacific division, spent last week in New York. Most of it was around the home office and studios.

Bert Lytle, now appearing in 'The First Legion', putting over WINS, New York, on the 'Midget Young's Radio Voice of the Trio' series. On October 15 Charles Co. is slated for a similar appearance.

COMMUNITY SHOWMANSHIP

VARIETY'S 20 COMPILATION

Relative Ratings in Local
Showmanship Enterprise
and Effectiveness in 40
Cities

NOT CIRCULATION

Variety again presents its city-by-city showmanship ratings of stations in respect to their community. Last similar digest was in April—it is planned to publish these listings twice a year, in the fall and in the spring.

Present list includes 42 cities as against 33 included in April. Fort Worth, San Antonio, Memphis, Minneapolis-St. Paul, Milwaukee, Indianapolis, Charlotte, New York and Hartford have been added. Spokane is dropped.

Following the April publication a number of protests were received by Variety from those who misread the text and misunderstood the aim of the listings. This survey is not an attempt to rate or comment upon the "circulation" of any of the stations mentioned.

Considered here is not whether one station is above or below another on coverage, signal strength, affiliation, or importance of market. This is a ranking of local stations in relation to what is done locally on showmanship, stunts, merchandising, tie-ups, special events, program originating, talent development or the sundry other devices of creating station prestige by means existing within the community where the transmitter is located. In other words, Variety attempts to present an analysis of what the stations are doing for themselves rather than what is being done for them by the networks. Variety derives these rankings from:

- (1) Opinions of reputable and unbiased specialists on stations in advertising agencies.
- (2) Variety's own information on local situations.

ATLANTA

October. 1. **WE** 2. **WGST** 3. **WJTL** 4. **WABN**
April. 1. **WE** 2. **WGST** 3. **WJTL** 4. **WABN**
Lamborn Kay keeps WABN out front, aided by those \$6,000 watts and WBR security as the south's oldest.

BALTIMORE

October. 1. **WCAG** 2. **WBAL** 3. **WGBM** 4. **WFSB**
April. 1. **WCAG** 2. **WBAL** 3. **WGBM** 4. **WFSB**
Baltimore is a stumpy town. All the stations work hard to attract attention through showmanship. WCAG holds its lead. Tom Lyons seemingly better able than others to invest coin on prestige-builders in community. WBAL production very smart. WGBM, omitted from April compilation, is ranked third, closely trailed by WFSB.

BIRMINGHAM
October. 1. **WSGN** 2. **WAPI** 3. **WBRC** 4. **WABC**
April. 1. **WSGN** 2. **WAPI** 3. **WBRC** 4. **WABC**
WAPI (NHC) is the close station of Birmingham but for energetic exploitation the town's chief whooper-upper is unquestionably WGN. Stephen Cisher makes up in ideas and aggressiveness what WGN lacks in wattage. Cisher has gone after hillbilly stuff and sought to develop regional attractions. All in all, he puts on a strong campaign against had odds to make WSGN locally important.

BOSTON

October. 1. **WNAZ** 2. **WEEI** 3. **WBZ** 4. **WAAB**
April. 1. **WNAZ** 2. **WEEI** 3. **WBZ** 4. **WAAB**
These phorcesters are unchanged since April. Shepards' WNAZ now has 2,564 watts (formerly 1,660) and

that should be a further advantage. WEEI's conservative ownership (utility) keeps it under wraps, but Charles Burton manages to cook up some attention-getters locally. Other Shepard outlet, WAAB, may go with George Storer's ABR web if CBS doesn't step in with a "may nay."

Tanquer's fight against Boston dailies to put over its news bureau has been unique and won WNAC lots of comment. Noticeable that bulk of paying politicians this fall went to WNAC. Easily first in Boston, this station also carries influence through its New England listening area.

WJLZ chiefly a network program-carrier.

BUFFALO

October. 1. **WOR** 2. **WBWB** 3. **WSEN**
April. 1. **WOR** 2. **WBWB** 3. **WSEN**
Buffalo is provincial and radio outlook a bit corny but Lounsberry continues to have the situation well in hand. Not a notable town for community showmanship.

CHARLOTTE, N. C.

October. 1. **WBT** 2. **WSOC**
April. 1. **WBT** 2. **WSOC**
This hillbilly metropolis is outstanding in community showmanship. Advantages of wattage and prestige with WBT, but they rival never snoozes and pulls some stunts to compete with William Schudt's Manhattan inspirations. Town is accustomed to a regular diet of special programs, remote pickups, sports, events, etc.

CHICAGO

October. 1. **WGN** 2. **WLS** 3. **WMAQ** 4. **WBBM** 5. **KYW** 6. **WENR** 7. **WJJD** 8. **WIND** 9. **WGFL** 10. **WAAP** 11. **WGOS**
April. 1. **WLS** 2. **WGN** 3. **WMAQ** 4. **WBBM** 5. **KYW** 6. **WENR** 7. **WJJD** 8. **WIND** 9. **WGFL** 10. **WAAP** 11. **WGOS**
WGN has put up a distinguished fight to hold prominence in Chicago. It is without network assistance of any kind. Spends plenty and goes after big events. Several network programs are still picked up from WGN. With the influential Tribune ownership WGN's title to Chicago leadership seems beyond cavil.

WLS continues, of course, to be the big time of the subbuglers. WENR's relative ranking may seem odd because of its wattage and NHC importance but is a network station in character with slight meaning in local showmanship.

WIND, while not strictly a Chicago station, affects the south side and has been showing some speed under Ralph Atlas' direction. There's an improvement, too, in his other station, WJJD, which is slated for ABR affiliation. WGFL, Labor station, has recently retained a vaudeville showman, Malcolm Eagle to see if the quality of programs can't be improved. Too soon to report on that.

CINCINNATI

October. 1. **WLW** 2. **WKYC** 3. **WKRC** 4. **WSAI**
April. 1. **WLW** 2. **WKYC** 3. **WKRC** 4. **WSAI**
WLW, with 500,000 watts and large talent and merchandising staff, is America's biggest broadcasting organization outside the nets. In view of WLW's strength, the growing prestige of WKYC is doubly remarkable.

CLEVELAND

October. 1. **WCAR** 2. **WKMK** 3. **WJAY** 4. **WTAM**
April. 1. **WCAR** 2. **WKMK** 3. **WJAY** 4. **WTAM**
WCAR is given recognition as Cleveland's pace-setter in community showmanship. Has an advantage in retaining from NHC (blue) guaranteed time for local use. Has nifty children's program, local news commentator, early riser club, midday recs. Uses local advertising outside radio. Active in framing entertainments for big civic organizations. John Part fosters talent development and has Eugene Carr, formerly WTAM, as

program boss. J. Leslie Fox now with station.

WJMK and WJAY have both lost their managers by death. Harry Howlett, of the former, and Grant Melrose, of the latter, were up-and-at-'em boys and kept their stations prominently identified with community activities. Their policies largely being followed.

WTAM has lots of listeners nights due to the NDC red programs, but has partly lost its local character since John Royal left.

COLUMBUS

October. 1. **WBNS** 2. **WUW** 3. **WSEN**
April. 1. **WBNS** 2. **WUW** 3. **WSEN**
Columbus is ranked as one of those in-between towns. Cincinnati and Cleveland high-powered opposition gets little competition from local Cleveland enterprises.

DALLAS

October. 1. **KRLD** 2. **WFAA** 3. **WRR**
April. 1. **KRLD** 2. **WFAA** 3. **WRR**
No particular change from April ratings. WFAA can claim all the advantages of 50,000 watts and Martin Campbell is more local-minded than many NDC station bosses.

DETROIT

October. 1. **WJR** 2. **WKXZ** 3. **CKLW** 4. **WWJ** 5. **WJLB**
April. 1. **WJR** 2. **WKXZ** 3. **CKLW** 4. **WWJ** 5. **WJLB**
G.A. Richards-Lee Fitzpatrick regime has kept WJLB one of biggest money-makers in radio. In strong position to dominate community prestige, but Kinsky-Trendle puts up strong counter-claims through WKXZ, key to Michigan regional web. Latter are experienced showmen from vaudeville and cinema.

Recent power tilt should aid WJLB.

DENVER

October. 1. **KQ** 2. **KFEL** 3. **KLZ** 4. **KFXF**
April. 1. **KQ** 2. **KFEL** 3. **KLZ** 4. **KFXF**
Gene O'Fallon makes 600-watt KFEL stand out in Denver because of stunts. Division time with KFXF. Denver has another station, WTOP, church voice and non-commercial.

DES MOINES

October. 1. **WHO** 2. **KSO**
April. 1. **WHO** 2. **KSO**
KSO has started to step out so competitive situation in this town is keen. Both stations increasingly showmanship-minded. WHO specializes in local activities by remote pickups, barn dances, fringe parties and corn ball stuff generally. KSO previously throttled down a bit.

FORT WORTH, TEXAS

October. 1. **KTAT** 2. **WSAP** 3. **KFXZ**
April. 1. **KTAT** 2. **WSAP** 3. **KFXZ**
Southwest network station KTAT leads on the community angle. WSAP is owned by Fort Worth Star-Telegram and station has reputation to playing second violin to its time-sharer, WFAA, Dallas.

HARTFORD

October. 1. **WTIC** 2. **WDRG**
April. 1. **WTIC** 2. **WDRG**
WTIC now full time and spending liberally. Has created one of most pretentious program departments outside New York and Chicago and runs away with community showmanship. WDRG is big money-maker, but invests little for talent, etc.

HOUSTON

October. 1. **KPRC** 2. **KTRH**
April. 1. **KPRC** 2. **KTRH**
Houston is one of those towns the advertising world seems never to leave from. Neither station goes in much for showmanship.

INDIANAPOLIS

October. 1. **WFBI** 2. **WCBS** 3. **WWL**
April. 1. **WFBI** 2. **WCBS** 3. **WWL**
Harris, Indiana, has been a first in radio radio town.

KANSAS CITY

October. 1. **WBKC** 2. **KMBZ** 3. **WDAB**
April. 1. **WBKC** 2. **WHE** 3. **WDAB**
KMBZ probably still has the edge but relies a good deal on its laurels. Makes little effort to meet snappy showmanship of Don Davis at WHE. Latter runs away with the community stuff. Great idea-builder and, although station is limited to day-light broadcasting, it's a champ mail-puller. Does good job for local commercials and entitled on initiative and push to first place, despite KMBZ's full time and other advantages.

WDAB has the Kansas City Star behind it. Which is a sufficiency. Station has weak appeal.

LINCOLN

October. 1. **KFAB** 2. **KFOR**
April. 1. **KFAB** 2. **KFOR**
The town, little to choose to report.

LOS ANGELES

October. 1. **KRX** 2. **KFI** 3. **KHJ** 4. **KFWB** 5. **KMYR** 6. **KECA** 7. **KFAC**
April. 1. **KHJ** 2. **KFWB** 3. **KMX** 4. **KFI** 5. **KMYR** 6. **KFAC** 7. **KECA**
KRX enjoys a good reputation as a leader, independent status and aggressive policy on press-radio and other matters, plus the origination of many local programs gives it claim to first place in this unusual town.

LOUISVILLE

October. 1. **WLAS** 2. **WAVE**
April. 1. **WLAS** 2. **WAVE**
No change in this town. WAVE is making progress in elbowing the big station for a place in the Kentucky picture.

MEMPHIS

October. 1. **WMC** 2. **WRC**
April. 1. **WMC** 2. **WRC**
Two leaders have talent bureaux and are active in showmanship and station by-products. Town not particularly prominent in radio sense but getting more attention.

Memphis, long noted as, and somewhat sensitive of reputation as worst week in show business outside Holy Week.

MILWAUKEE

October. 1. **WTMJ** 2. **WISN**
April. 1. **WTMJ** 2. **WISN**
WTMJ is possibly the nation's most up-and-coming individual station from a promotional angle. Took vigorous action to discredit Crossley survey of Milwaukee. Has built various local programs deemed very fair in quality and position in Milwaukee is strong.

Challenge of WISN, however, starts to promise fireworks. Under Jesse Kaufman supervision the station manager, Carlton Orinon, has plenty of leeway and is permitted to take the elastic off the bandroll when need arises. Look for WISN to go after some of WTMJ's laurels in community prestige.

MINNEAPOLIS

October. 1. **KSTP** 2. **WRMN** 3. **WDGY**
April. 1. **KSTP** 2. **WRMN** 3. **WDGY**
Competitive town. Quite a lot of showmanship and, that quality is going up in esteem. WMIN points out to grab local events and spent heavily for talent. Lots like Minneapolis-St. Paul will develop into hot spot for radio showmanship.

NASHVILLE

October. 1. **WSM** 2. **WLAC**
April. 1. **WSM** 2. **WLAC**
This is the battle of the insurance companies. Much hillbilly stuff on WSM. WLAC is home lot of new NAC president J.T. Ward.

NEW ORLEANS

October. 1. **WDCU** 2. **WSBS** 3. **WWL**
April. 1. **WDCU** 2. **WSBS** 3. **WWL**
Harris, Indiana, has been a first in radio radio town.

Sends staff all over for special stunts. Staged Huey Long hearings as big local circus. WMBB is conservative. WWL has its own local niche.

NEW YORK

October. 1. **WOR** 2. **WMCA** 3. **WINS** 4. **WNN** 5. **WNEW** 6. **WBNX**
April. 1. **WOR** 2. **WMCA** 3. **WINS** 4. **WNN** 5. **WNEW** 6. **WBNX**
WABC, WJZ, WEPB are not included, being considered as ferdure of networks rather than local stations. WOR has long enjoyed first place among the indies. Its programs have been of network quality and it has recently taken steps in connection with the organization of an artists' bureau to pay all talent 100%.

WMCA is credited with a great stunt in broadcasting the Morro Castle hearings and the station is now jirding for a big tussle for Manhattan attention. WNN will have to recognize the threat, it is generally believed. WINS, under R. L. Ferguson and Walter Preston, is another Hearst station taking on new life. WJIN has its first commercial sales manager in Philip Whitten, but isn't fully prepared for competitive purposes yet. Major "Boss" amateur show has been his best claim on community interest.

Blackeye for WNEW was the Dr. Price program which resulted in the fortune-teller's arrest by the Federal authorities. WNEW, however, has made some progress in a showmanship sense.

OKLAHOMA CITY

October. 1. **WKY** 2. **KOMA**
April. 1. **WKY** 2. **KOMA**
Not conspicuous for showmanship.

OMAHA

October. 1. **WOW** 2. **KOIL** 3. **WAAX**
April. 1. **WOW** 2. **KOIL** 3. **WAAX**
John Gillin's push-em-up gives WOW an edge. KOIL has Marshall Oil export and good local concert stuff.

PHILADELPHIA

October. 1. **WCAU** 2. **WIP** 3. **WPEN** 4. **WRAX** 5. **WLT** 6. **WDAS** 7. **WHAT**
April. 1. **WCAU** 2. **WIP** 3. **WPEN** 4. **WRAX** 5. **WLT** 6. **WDAS** 7. **WHAT**
Same old story here. All WCAU. But there's stirrings of competitive life in some of stations and in another six months there may be changes. Ben Ginnel has personally taken over KIP's direction and gives indication of starting things.

PITTSBURGH

October. 1. **WCAG** 2. **KDKA** 3. **WWSW** 4. **KQV** 5. **WJAS**
April. 1. **WCAG** 2. **KDKA** 3. **WWSW** 4. **KQV** 5. **WJAS**
WCAG holds its leadership on community showmanship. Because it always had to buck KDKA's longevity and power assets this station has been pretty pugmilion. Now, under Jack Stone, Hearst policy of strengthening appld here, as with WJIN, Milwaukee, and WINS, New York City.

PORTLAND, OREGON

October. 1. **KGW-KEA** 2. **KOIN-KALE**
April. 1. **KGW-KEA** 2. **KOIN-KALE**
These two groups put on a great display of radio showmanship. Oregonian's duo holds the lead, but pressed by the Journal's pair, KOIN-KALE.

Town is kept stunt-conscious in dozens of ways. Both organizations originate lots of programs and movies. Probably no town finds the radio competition so keen, fast and intelligent.

PROVIDENCE

October. 1. **WEAN** 2. **WJAR** 3. **WPOR**
April. 1. **WEAN** 2. **WJAR** 3. **WPOR**
WPOR has taken on activity and

(Continued on page 34)

RADIO INDUSTRY PRESENTS UNITED FRONT AGAINST EDUCATIONAL LEADERS' CLAIMS

Loucks Registers NAB Stand at Wash. Hearing—Commish Told New Legislation Would Be Disastrous to Radio

Washington, Oct. 15. Registering unalterable opposition to proposals to make statutory allocation of broadcast frequencies for non-profit stations, representatives of the radio industry last week began appearing before the Federal Communications Committee to answer criticism of educational and religious leaders.

With National Association of Broadcasters filing appearances for over 400 commercial representatives, industry presented a unified front in the hope of convincing the committee and Congress that education gets a fair break under the present set-up and of staving off drastic legislation which would require deletion of nearly 100 existing stations.

Stand of NAB was registered by Philip G. Loucks, managing director, who said that similar proposals for placing educators have come up in the past and upon each occasion a resolution was unanimously adopted opposing statutory allocations by the Congress. Loucks assured regulators that "our policy has always been one of willing co-operation with the religious, educational, charitable, civic and other similar organizations," and asserted that evidence will be offered demonstrating that "any change, however slight, in the present system is undesirable from the standpoint of the public and disastrous from the standpoint of broadcasters and the vast majority of all religious, educational, charitable, civic and other similar organizations."

Sponsors Testify

Directing presentation of the industry's case, Henry A. Bellows, former CBS vice-president and a member of the original Radio Commission, opened a parade of more than a score of commercial broadcasters who presented specific arguments against the proposed change in allocation procedure. Virtually all big shots of the industry were on hand to offer supplemental testimony if needed or desired.

The central theme of the commercial spokesmen was that already adequate provisions have been made for the broadcasting of educational, religious and cultural programs and that any changes would be more harmful to the industry and listening public than beneficial.

Referring frequently to sworn statements submitted by 300 licensees, Bellows maintained that commercial stations are working in close co-operation with schools, colleges, civic organizations, state and local governments, churches and other non-profit groups. Bellows listed a number of programs carried regularly by stations from coast to coast and demonstrated the nature of co-operation in both large and small communities.

Commercial transmitters carry many programs gratis for state governments, chambers of commerce, service clubs and local groups of all sorts, the NAB spokesman insisted, and have offered facilities freely to all worthy organizations.

"The commercial stations broadcasting in co-operation with educational institutions devote as much or more time to educational programs than do stations operated by educational institutions," Bellows testified.

Answering specific complaints from educators, Bellows denied that commercial stations "invariably" reject an educational program when a commercial sale may be made; that only useless daytime hours are available for educational use; and that commercial broadcasters fail to realize the benefits of educational broadcasts.

Colleges Squabble

In response, the commercial spokesman fired a charge that colleges which complain about poor treatment frequently desire free time merely for the broadcasting of football games, rallies, musical clubs, and other non-educational features. He complained that many offers of free time have been turned down because educators were not interested or could not provide funds to carry their share of the

expense; and asserted that many stations make large outlays for the sake of outside groups.

Commercial stations have demonstrated their ability to coordinate and develop the potentialities of educational resources available in their localities, Bellows said, explaining how series of programs have been arranged by a number of broadcasters and the way program directors have pitched in to arrange attractive educational features. Bellows complained that many colleges lack usable material, do not display interest needed to make their programs a success, and fail to realize the potentialities of radio in educational fields.

One station persisted in carrying educational programs despite kicks from its listeners about "dry" talks, Bellows related; a number of stations have opened campus studios and pay all line charges; and both big and little stations have demonstrated a clear desire to aid education in every possible manner.

CBS CONTRACT WITH DON LEE GROUP SET

Columbia states that it has a deal all set with the Don Lee Network to continue their present relations for at least another year. Only thing left to do in order to cement this entente cordiale is the exchange of contract signatures, says CBS.

Report that the coast link and CBS had not attempted such other to an agreement brought from KFWB, Los Angeles, last week another bid. Warner Bros. outlet has been seeking to replace KHL, Don Lee key, as Columbia's Los Angeles release.

GIVOT'S ACROPOLIS TO BECOME REALITY

George Givot's monicker to grace a new 1,200-seat restaurant of Acropolis No. 7 style shortly. Jay Weiner, Wall street broker, behind idea with entertainer down to receive five percent of grosses for lending his initials.

To be located on 34th street near Fifth avenue. Assisting on planning project.

F-WC Theatres Toss Radio Dept. Out; Mgrs. Happy

Los Angeles, Oct. 15. Far-West Coast, through Charles Skoura, kicked out its radio department over the week-end. Circuit managers are gleeful over the abolition of the weekly \$500 kick-in for the hook-up.

Circuit conducted a birthday club broadcast over KFI each Tuesday and a Saturday talent tryout promoted over KFAC.

House managers were required to supply talent for the latter.

Burns & Allen to Coast After Nov. 21 Broadcast

Burns and Allen leave for Hollywood, following their Nov. 21 program, and thereafter for at least two months will broadcast their General Cigar shows from the Coast.

Team is due to report at the Paramount studio Nov. 25, when Win or Lose, first of two pictures they'll make on that trip, goes to work.

Bobby Dolan, orchestra leader on the cigar program, goes west with B & A, and will recruit the rest of the six troupe out there.

CBS 18% Cultural

When Columbia gets its lining before the Federal Communications Commission on the hearing of educational demand for 25% of radio facilities the network will submit statistics showing that for the past year it has devoted 18% of its time to educational, cultural and informative purposes.

With commercial contributions of this nature added, CBS will point out, the high-brow side of the equation would amount to about 25%. CBS gives of testimony are slated to appear before the commission Wednesday (17).

Ratings

(Continued from page 32)

zip since affiliating with ABS network and may take the lead of Providence. It shouldn't be hard, as the other stations are smoothers connected with department stores.

Providence has 200,000 population, just big enough to make the burg a bit cocky of its status as a metropolitan and while Boston might ordinarily suffice to cover Providence, there's the local listeners' civic pride to be reckoned with. Stations very routine, however, and take little advantage of local pride.

ROCHESTER

October, 1. WHAM 2. WHAM & WHSC

WHSC is getting down the margin and going after business with showmanship ideas. Spends own money for spotlight ads and otherwise pursues local prestige. WHAM with Stromberg-Carlson parentage, retains the class appeal. WHSC merchandising tie-ups are getting results.

SALT LAKE CITY

October, 1. KSL 2. KSL

KSL, booked solid nights. Has 21 hours weekly of locally produced shows. KSL has 14 weekly from shows against KDTL's seven, and with former going after remote pickups.

ST. LOUIS

October, 1. KMOX 2. KMOX

Jack Van Valkenburg credited with strengthening KMOX's position.

SAN ANTONIO

October, 1. WOAI 2. WOAI

WOAI has the leadership on showmanship here.

SAN FRANCISCO

October, 1. KGO 2. KGO

Not much change here.

SEATTLE

October, 1. KOMO 2. KOMO

Both stations go in for showmanship rather extensively. Local stunts and merchandising prominent.

SYRACUSE

October, 1. WSYR 2. WSYR

Things are kept popping for WSYR along showmanship lines by Manager Wilder, with the station gaining local distinction by the way it handles the pickups from vaude houses, the National Touring Troupes and other stunts. Sam Cook, owner, has recently stepped into the WFBL situation with buildup intentions. Syracuse looks to become increasingly competitive

Inside Stuff—Radio

Of the five programs coming under his direction this season, Allyn is getting billing on two only, "Melodiana" and "Waltz Time". Both carry the Phillips Magnesia tag. Other shows using the Lyman unit are "Manhattan-Merry-Go-Round" (Dr. Lyons toothpaste), "Lazy Dan" (Old English Floorwax) and "Royal Hawaiian Band" (Hill's Soap Drops).

WJLN, Milwaukee, has quite a few ex-show folks on its staff. Sam Sutherland, who appeared on Broadway in drama, is now an announcer plus being soloist at St. Peter and Paul's church; Bryan Elmer, announcer and a member of the Wisconsin Players, was in drama for years; Howard Peck is another reformed juvenile now an announcer; Woods Dreyfus, who appeared in vaude with his singing sons, is now an announcer, too, as is Ford Miller, for many years on the list and a picture house m.c.

Sandra Kostner, in many Little theatre plays, now plays in radio skits; Mary Ann LeMay, another former actress, has turned typist for the studio, and Myrtle Nelson, who was accountant for several stage and concert stars, hammers out continuity.

Clayton Orinon, the station manager, once played the role of physicist; but it was only a high school production!

Several advertisers and radio stations up and down the Coast are winking at the agreement in the press-air news agreement that the Press Radio bulletins must not be commercialized.

Several instances of advertisers paying stations full time rates for the news periods and while not commercializing them on the regular order, such as this program comes to you through the courtesy of the commercial announcements are there just the same.

On some western stations an oil company is paying for the periods. At the start of the bulletin a straight commercial is read, with accordingly no connection with the news broadcast. In the middle of the program another announcement is made and a third at the close.

Visiting New York from NBC Frieco are Don Gilman, exec v.p. in charge of the western division, and Lew Foster, program director. They came east separately. There is some talk of keeping Foster east at NBC.

The 1934 World Series brought forth a number of what broadcast scribes call "firsts", and one, perhaps the chief of these, was the fact that a tag line used on a chain broadcast by a ranking participant was turned against him, with telling effect, by "jockeys" on the bench of the rival club.

Lynwood Thomas (Shoohoo), Rowe, star pitcher of Detroit, was the fellow on whom the Cardinal "jiggers" concentrated their verbal spurs, and they jabbed him deepest with the "Hello Ma, hello Edna (Miss Skinner, his El Dorado, Ark., sweetheart, now Mrs. Rowe), how am I doing" query with which he signed off on the Rudy Vallee-Ploeschman hour during the week he hung up all seven straight victories.

Series writers believe that the Cards' taunting of Rowe played a part in his defeat in the crucial sixth game, which Detroit lost by one run. A victory that day would have given the Tigers the series. Bill Lancaster, St. Louis catcher, again shouted the "Hello Edna" query at Rowe after he doubled off him in the Cards' seventh game rout of the Tigers. Incidentally the line, tabbed a natural when Rowe uttered it, was the product of an advertising agency man, according to Rowe.

Juliet Lowell whose "Dumb Bell Letters" are on the screen as shorts is bringing about a book called "More Dumb Belle Letters", being compiled from the files of CBS and NBC. Simon & Schuster to publish.

Progress made in facsimile broadcasting by WTMJ, Milwaukee, was demonstrated before an invited audience in the WTMJ studios Wednesday (10) when engineers of the Journal station for the first showed the public how news pictures could be dispatched by radio waves.

Freeman H. Talbot, former manager of KOA, Denver, charged with sending an extortion letter through the mails to his friend, John T. Filzel, wealthy business man, was not indicted. Federal grand jury returned a no true bill. It is understood the indictment was refused turned a no true bill. Talbot is in a private sanitarium for treatment.

WBLI, Iowa City, is preparing for long distance radio debate of University of Iowa and Bates college, Lewiston, Me. Probably occurs Jan. 12. National Broadcasting company to be used on an extensive hookup. Subject will probably be: "Resolved, That the United States should pursue a policy of internationalism rather than that of economic nationalism." Prof. A. C. Baird, director of debate, Iowa, is in charge.

WCAO and WFBR, Baltimore, are feuding again over the descriptive tag lines used after station identifications. First squawk was registered few years back when Bill Broening was mayor of burg. WCAO has always been accustomed to terming self "WCAO, the Voice of Baltimore". At that time WFBR ran a wire into the City Hall and aired a 15-min. weekly program direct from mayor's desk and announcing self as "WFBR, the official voice of Baltimore".

Recently WFBR has been terming self "Maryland's pioneer station". WCAO objected on grounds it antedated WFBR, in which WFBR admonished WCAO to consult dictionary and find meaning of "pioneer". Not known whether or no WCAO did look up meaning of word, but station has adopted new identification qualifying phrase, "WCAO, Maryland's oldest station".

James F. Hopkins, manager of WJHK, Detroit, points out that George Horner, head of the American Broadcasting System, does not own a single share in the corporation holding the license for WJHK. Horner does control, says Hopkins, the stock of the Port Industries Co. of Toledo, which has one-sixth of the outstanding stock in the WJHK corporation.

WASHINGTON

October, 1. WJW 2. WJW

1. WMAL 2. WMAL

1. WRC 4.

Ted Church of WJW, goes in for special events. Grabbed wrestling matches away from WOL. Latter station, under Lo Roy Marks, has smartly appreciated the true potential character of the Washington clerks and has fed the small dogs of the government bureaucracy the ham and eggs they're accustomed to leaving the caviar for the others.

Buddy Rogers Fades

Though Buddy Rogers and the others on the Ward program over CBS Sunday nights have received their notices effective with the Nov. 1 broadcast, the account hasn't determined other way about continuing with the program.

Rogers meantime has received a bid to do a picture for Clavett Britton in London, starting the middle of November, with Abe Lissagoff of the William Morris office handling the booking.

WHOLESALE POWER BOOSTS

CBS Wants 20% from Talent

CBS' artist bureau under Ralph Wonders' direction is reported to have established a new general ruling in favor of a 20% managerial commission rate on the salaries of all contract talent. This is a 5% increase.

Whether some of the established names on the CBS roster will accept hasn't yet been indicated. But all future contractees will be charged 20%, from accounts.

CBS' commission rate was originally 15%, later being boosted to 15%. A short time ago there was talk at CBS of reducing it to 10% once more, but the reported increase to 20% appears to be a reversal in attitude.

Ford's \$375,000 Series Splurge Biggest Coin Spread in Air History

Chicago, Oct. 15.

Largest expenditure for any one program in the history of radio was the money poured into the stations by Henry Ford on his broadcast of seven days' worth of World Series games. Taking in the cost of talent and the coin going to the baseball commission, besides the rates on NBC, CBS and several independent outlets, it is figured that Ford spent close to \$375,000 on the week.

Baseball commission drew a clear \$100,000 for the broadcast rights. CBS and two NBC networks jointly got about \$275,000 for time, the games averaging about 150 minutes each afternoon. Ford did not pay for every minute on the air, the manufacturer having set up a gambling deal with the networks whereby he paid only by the half-hour, paying for the full half-hour if the game ran beyond the 15-minute mark and getting the extra minutes past the hour gratis if the time ran less than the 15-minute mark.

Talent cost Ford close to \$10,000, and merchandising expenses, such as posters, window cards, etc., ran him \$20,000 more.

STICK-AND-PUCKERS AS AIR COMMERCIALS

In addition to bookending a network show, which it has yet to decide on, Kentucky Winners cigarette will this fall and winter go in for extensive hockey game broadcasting on a local basis.

Three towns it intends including in its spot schedule are New York, Detroit and Cleveland.

Another account that proposes to adopt the hockey idea in various towns this season is Truly Warner here.

Switching Cantor's Sked

Lehn & Fink through the Lennen & Mitchell agency last week turned into Columbia its time contracts for the Eddie Cantor and 'Hall of Fame' stanzas, each of which will take a cross-country hoplook of around 50 stations.

From Jan. 6-27 the 'Hall of Fame' will take the 5 to 8:30 Sunday evening slot. With the debut of Cantor Feb. 8 into the same half hour the 'Fame' idea will move back to the succeeding 30-minute slot, giving Lehn & Fink the 2-9 stretch on the Columbia Sabbath night schedule.

Bad Break Halts Tommy Harris' Radio Promise

Bad news to Tommy Harris' NBC radio opportunities in the past was the 22-year-old singer coming over on the street last week and rushed to Montefiore Hospital. N. Y. from where he will have to be transferred upstate or west.

Harris came to attention with Meredith Wilson's program out of NBC-San Francisco and was brought to N. Y. for further consideration. He got several chances in New York, elicited and was good places. He has a wife and two children.

1,000-WATERS TO GET BREAKS

Federal Communications Commission Expects to Launch Policy of Blanket Increase When Tests Demonstrate No Engineering Objections

UNPRECEDENTED

Federal Communications Commission will within the next two weeks put into effect the most sweeping power boosting order known to American broadcasting.

With a single stroke of the pen the commission will invest scores of stations now licensed for 1,000 watts with authority to raise their power to 5,000 watts. Under this wholesale order any one of the 100-odd outlets currently listed in the 1,000-watt class may step up its signals providing the boost does not interfere with stations on the same or adjacent wavelengths.

Practically certain to obtain one of these 5,000-watt permits are the 1,000-watt outlets that have been operating at 2,500 watts, even if only experimentally, during the day. All such stations will have to do in to extend the increased power experiments beyond sunset and if the upping proves practicable these outlets will be eligible to 5,000-watt permits.

From an engineering point of view this general lift of power is regarded as a sound one, particularly for these stations whose transmitters are so spaced across the country as to obviate any possibility of interference. A case in point is the three 1,000-watt outlets on the 550 k. c. wavelength: KFWB, Los Angeles, KMBX, Kansas City, and WRC, Washington.

Wholesale boost of power is expected to be of benefit to listeners in many outlying areas which are not serviced at the present time with network programs.

Benton & Bowles Just

Stone's Drop from NBC

Radio personnel of the Benton and Bowles agency will, after Nov. 1, spend little time in getting to the place where it does practically all its broadcasting.

Agency has taken quarters several floors above the NBC studios. It's the first major agency slated to set up shop in the RCA building, Radio City.

Radio Advisory Council Shouts Down Gov't Control in Chi Meet

Chicago, Oct. 15.

Government control of radio was heartily voted down by the National Advisory Council on Radio in Education in their annual convention here last week. The high spot of the two-day meeting, the debate on Government control, was watched closely by the newspapers and the broadcasters. Trade generally was agreeably surprised at the wholehearted manner in which the assembly approved of private radio ownership as against Governmental operation.

Hot debate was between Bruce Riven, editor of the New Republic, who spoke in favor of Government control, and E. H. Harris, publisher of the Palladium-Item, of Richmond, Ind., and chairman of the radio committee of the American Newspaper Publishers' Association, who took the side for private ownership.

1,400 Listeners Chip In \$6 Each to Help WCOA Pay A.T.&T. Wire Toll

\$1,350,000 Budget

Appropriation made by Campbell Soup for its 'Hollywood Hotel' affair on CBS Friday nights takes top standing for that network.

For time the account has set aside \$250,000 and for talent, \$200,000. Figured to carry the show along for a year.

Pensacola, Fla., Oct. 15.

WCOA, local 506-watter, slated to go CBS Nov. 2, obtained the funds with which to cover the first year's network wire charges through public subscription. Telephone bill for this period will come to around \$12,000, with almost two-thirds of it already collected from listeners in Pensacola and surrounding towns.

Station had for over a year tried to tie up with both NBC and Columbia but the matter of line costs had always stood in the way. John Pace, owner of WCOA, recently decided that the only way out of the coin dilemma would be through public appeal.

Pace organized a radio club with the idea of getting 2,000 persons to contribute \$6 apiece to the telephone line fund. He started off the subscription ballyhoo with a banquet. Page ads in the local daily and talks over the air were made part of the drive. Within a week 1,400 listeners came through with six bucks apiece.

Don Francisco For Radio Job At Lord-Thomas?

Indications are that Lord & Thomas will give up the idea of bringing in an outsider to head the radio department and instead will transfer Don Francisco, v.p. to charge of the agency's west coast office, to New York for the assignment. Francisco spent several weeks in New York this summer seeking a candidate for the job.

In his quest Francisco obtained the aid of Trade-Ways, Inc. Together the L. & T. v. p. and the efficiency outfit interviewed some 40 persons, many of them heading radio departments for other agencies and holding executive jobs with NBC and Columbia.

Benedict Gimbel Revamps WIP, Philadelphia; New Studios as First Step

Philadelphia, Oct. 15.

WIP elections last week moved Benedict Gimbel, Jr., to the presidency, succeeding Ellis A. Gimbel, head of the Board of Directors. Board is composed of Gimbel, Arthur Kaufman, Richard Gimbel (head of Philadelphia store) and Charles Edwin Fox, former Philly district attorney.

Vote-prize berth in WIP goes to Franklin Lamb, former advertising manager of Macy's, George A. Louder was named Treasurer and Bernard Brown shared the Secretary job.

First big move by new officers was to approve plans for new WIP studios, to be located in the new Gimbel store building. Plans include an auditorium studio and three additional studios, to be ready before 1935.

Older Philadelphia children's show on the air, Uncle Wimp program on WIP, is now sponsored by five accounts. Evening hour was heretofore conducted as only an institutional medium for Gimbel Brothers store, but with the new station regime, the store has forgotten the show and sold it as straight commercial.

Present accounts buying time are R. D. & O., Hart Metzger and three national direct accounts. Sponsorship gives client entire for one evening hour (7 p.m.) and spot announcements on the morning sixth night.

NBC WALKOUT ON FRISCO UNLIKELY

San Francisco, Oct. 15.

NBC's switch of central coast activity to Los Angeles, despite the advantage of the talent angle around Hollywood, looks slimmer than ever, so far as the West Coast headquarters are concerned.

Frisco is still the financial capital of the West; the Federal Reserve, the ad agencies and all commerce emanates from here, which alone preclude any divestment of radio from S. F. in favor of L. A.

Then, too, the Earle C. Anthony-NBC strained relations constitute another factor.

Geo. McClelland's Suicide Shocks Broadcasting Biz

George F. McClelland, 39, former executive vice-president of NBC, committed suicide last Friday (12) in his office at 314 East 59th street, N. Y. A note left behind by the former broadcaster was smeared by blood and could not be deciphered.

Since leaving NBC last fall McClelland had traveled around the country seeking to organize a network. Various rumors were heard, but nothing materialized. Some months ago a deal was on for McClelland to become sales manager of the then organizing ABS web. It fell through.

McClelland was a radio pioneer, starting in 1921. When WEAF became the NBC key station in 1926 he stepped into the network as a v.p. For years he was second in importance only to Aylesworth.

Tragic close of his career shocked the broadcasting trade over the week-end. McClelland left two children and a widow from whom he had been estranged for some time.

Both church and military services were held for the deceased Monday morning (yesterday). At the former M. H. Aylesworth headed a large delegation of McClelland's former associates at NBC. Among those attending were also Rex Cole, G. A. Richards, of WJR, Detroit; Paul Whitman, William E. Harkness, John Elwood, William Rankin and Don Rathrick.

Understood that McClelland left his widow and two children well fixed by way of a trust fund and insurance policies.

Amplify Can. Station

St. John, N. B., Oct. 15.
CFNB, Fredericton, N. B., has been placed on 550 kilocycles by the Canadian Radio Commission. Station had been on 1,630 kilocycles since it was established seven years ago.

The operation hours of the station have also been extended. Programs are being talking machine records.

XEPN, 75,000-Watter, Closed Until \$3,000 Paid Former Employee

San Antonio, Oct. 15.
Mexican federal board of conciliation (5) closed XEPN in Pinar del Rio, across the Rio from Eagle Pass, Texas, until owners pay approximately \$3,000 back salary to Fernando Sanchez Ayala former chief operator.

Ayala brought suit in 1932 demanding salary and expenses for a trip to Mexico City. Board gave a split decision as to his rights to sue, but majority vote made it possible for Ayala to request litigation. Ayala is former secretary of the board.

XEPN airs at 75,000 watts. Owned by W. K. Branch of Fort Worth and C. M. Brea of Pinar del Rio.

RADIO SHOWS

(Program-Building and Merchandizing)

Outstanding Stunts

WHITE HOUSE TRIP
STUNT.
WIP, PHILADELPHIA.

PET EXCHANGE.
WBND, PEORIA, ILL.

Meeting P. O. R.

Philadelphia. Sweets Co. of America will give 20 kids an opportunity to meet President Roosevelt at the White House through a popularity contest. The winner of the contest will stage Nov. 8 over WIP, owned and operated by Ben Gimbel. For each wrapper turned in the juve listeners will be permitted to deposit a ballot designating their favorite candidate for the trip. Winners will be the 20 youngsters getting the most votes. Gimbel, whose other interests are department stores, is a close friend of the President. Stunt will receive its buildup through the candy manufacturer's portion of the daily Juice Wip program.

WBND's Pet Exchange.

Peoria, Ill. WBND is getting attention via a promotional stunt now a regular recurring program. It is called "The Pet Corner," a unique program that draws plenty of fan mail. People write in telling of pets they have for adoption and the listeners write in with requests. Jimmie and his friends bring the supply and the demand together. Whole thing started by accident when a lady wrote in a teaching story about her lost dog and the station put it on the air. So great was the listener response that the thing was adopted as a regular weekly feature. Rabbits, dogs, cats, and birds are exchanged weekly. There is one standing order for a turtle, as yet unfilled. Milton Budd handles the mile.

Bargains Begin at 8:40.

San Antonio. Borrowing a term from the theatre KTSB, San Antonio, turned a life line into a bargain store. Bargains begin at 8:40 a.m. Marjorie Wilson, store's radio commentator, explains unusual bargains for succeeding days. All the items mentioned, most of which are sold only in limited quantity to a given customer, go on sale at 8:40 a.m.

WBL's Musical Scoreboard.

Nashville. As an aid to ballyhooing its "Musical Scoreboard," WBL has arranged through 1,000 local agents the National Life and Accident Insurance Co., owner and operator of the station, to paste 15,000 streamers in drug stores, neighborhood shops and other spots where people gather. "Musical Scoreboard" is a half-hour Saturday evening program in which the station's orchestra is interspersed with college tunes. Streamers are in three colors and run 12 by 48 inches.

WHBC Talent Stunt.

Rockchester. Station WHBC conducted a contest to obtain five singers for the Gulf's "Heavenly Program" broadcast from the station of the 1350 Palace theatre as part of the ceremonies dedicating WHBC's new organ. Contest winners were Kenneth Spencer, bass, of the Eastman School of Music; Miss Dorothy Dean, soprano; George A. Baker, tenor; Miss Connie Gange, contralto; Walter Collins, baritone. Nearly 150 entries.

Just Another Headache.

Many have been sick, but the police did not, but Harold Miller, WORC announcer is perhaps the only man tossed into a latter because they didn't run. Miller was asked to broadcast the races on the opening day of the big York fair. He hit a traffic jam and arrived late just by way of starting the day wrong. Arriving at the grounds he set up his equipment and then waited for the opening bugle—but there was none. A quick check-up revealed that the officials had changed time and that the race was scheduled for a half-hour later than the announced time. Miller was in a spot. He saw the band leader jolly loquacious near the band stand and the idea of a band concert for a 40-in. gapped up. The

leader favored the plan but his men were out doing the fair. Announcer, undaunted and with but five minutes to go, directed a band and found up which he needed 10 musicians. When time came to go on the air Harold stopped up to the mike, cool and collected and put the show on the air. Then between announcements going from the balance of the band.

Dressing Up Pancakes.

Dubuque, In. WKBB has a melody cruise hour, coupled with a personality parade, the latter coming from Dubuque's imaginary theatre of the air. One program, the cruise pretends to throw open the gold room of the hotel where the studios are located. Studio talent carries the continuity and original theme with guest artists on the program every week. Personality parade follows and is inaugurated from the imaginary theatre of the air. Mostly platter and confined to hot numbers of the moment. Three tables are used with two announcers doing the stuff. Applauds and effects come from an audience, and the music reproduced, coupled with voice of the announcer has put the program in a class by itself and has, on clock, produced more fun mail than on the strictly recorded presentation. It puts life in the program and gets away from run-of-mill platter presentations.

Anonymous Music.

New York. WNEW is experimenting with an unannounced musical program of 15 minutes, called "Anonymous Music." It will extend it to 30 minutes. Program will go on the air with the statement, "The following program of music will come to you without the interruption of announcements. There will be no identification of the orchestra (Leo Kahn) or of any of the numbers. But the orchestra, broaching seconds between numbers and to turn the pages of their music the studio organ will play a few strains in between. Announcements have been banned for this reason as for any other anyhow. Programs will hit at 8:30 p.m.

Druggists Responsive.

Baltimore. WBAL has been hustling shop window managers and toy shop owners and laying out displays of merchandise that it advertised over its wavelength. With the unprecedented number of salesmen currently possessed of either time, astonishingly large display can be set up. Back packages or pieces of merchandise has a cardboard affixed that tells time and days its manufacturer sponsors a program. Even the products of spot announcement sponsors center in prominent place in the display. Station reports it easy to snag windows of stores, because it is a relatively new angle, and druggists, florists, the owners of microphone shops. It more eye-catching than average ad display.

Breakpoints Point With Pride.

New York. WARD, Brooklyn, has the world about this borough when its new series of civic minded programs get underway shortly. Town's outstanding places to be visited by motorists across the Hudson are officials will relate their activities and interests. First on the schedule is "Navys on the Air" which will be carried direct from the Brooklyn Navy Yard with authentic waterfront color and glamour relayed out over the ether. C. D. Jensen, newest addition to station as program director, in charge of getting this one in shape for public hearing. Navy also co-operating so as to get the best points across. Historical spots of daily doings and industrial reports to be emphasized in this salty program.

Home news special is another show to keep the Brooklynites well informed and also to broadcast to the public in general. To get away from the stiff provincial angle, programs from the Brooklyn Academy of Music may be carried later.

'Gaiety Game'

New York. Roland Badley of WINS getting new listeners by using amateur casts on each broadcast of his "Gaiety Game." Gay 90's program comes on Monday mornings at 9:30 o'clock and is building through this push method of getting raw material ready for the show.

Director issues calls over station for all applicants to turn out at a certain time for auditions. Most of amateurs badly overact and thereby fit in with the type of burlesque offering that is presented. Word of mouth chatter also aids in getting this one across, as everyone has a yen to hear his next door neighbor go out over the ether way.

Fitch's Wrist Watch.

Schmiedsky. Prizes offered in the Jingle contest on the Fitch Shampon-sponsored program, featuring Wendell Hor, over the WFBC, were taken from Chicago, are now watches instead of money. The timepieces are Elzins and are valued at \$50, according to the contest rules.

Tickers for women winners—who appear to predominate in the jingle contest, judging from the names read—are a special mode of the fair. Audiences are to be free, the names of winners. Previously, Fitch company awarded five prizes of \$10 each.

Cedar Rapids Booster Show.

Cedar Rapids, Ia. KWCR has inaugurated a series of programs having for their purpose the promotion of local business conditions obtaining in the Cedar Rapids trade territory. The broadcasts are to be sponsored by leading firms and will include a galaxy of local talent in addition to staff artists, and a prominent speaker from civic, commercial and government organizations. A new idea is a contest having to do with facts as regards the firms sponsoring the broadcasts and about the city in general. Each week a new idea is added to the program a welcome diversion. "Going Forward," title of the program and devoted to publicizing the optimistic trend of local business in the area which KWCR serves.

More Jimmy Allen Stuff.

To tie-up with its broadcast five nights a week on WDRC the Hydrac Oil Company, sponsoring a broadcast of the Jimmy Allen series with Richard Oil Corp. will tie-up with local aviation concerns. Tournaments will be held in the future at the aviation fields in which minors will participate with gliders. Model planes are being sold at the company's own, stations and hangars have been painted up with signs at the fields located in this vicinity.

It is planned later on to use airplanes to broadcast various episodes in the radio series, of which there is a 52 hour broadcast.

A Tough Civic.

Portland, Ore. Portland is using the help of all the Community Chest this year as never before. The yearly campaign of gathering money is steadily harder and new methods are being used. A new civic show of local and imported talent was held in the civic auditorium. Headliners were ex-President Herbert Hoover, who gave the opening guns, and Leo Carrillo, who gave several short acts.

Four major radio stations, KGW, KOOL, KEX and KALB, donated lots of time for Hoover and local civic leaders to make numerous long-winded orations.

Daily Bargain Tie-Up.

Syracuse. WFBL's "Top of the Morning Club" program, the station's eye-opener, took the commercial side of the last 15 minutes of Ted Doolittle's broadcast being sponsored by Day Brothers & Co., local department store. The first time that an advertiser has attempted to cash in on the breakfast table audience, in this neck of the woods.

Football in Ballroom. Cedar Rapids, Ia. When University of Nebraska ruled against broadcasting Iowa-Nebraska football game, station KWCR at Cedar Rapids, interested local sponsor in presenting telegraphic reports to special group of invited Iowa fans in the ballroom of a local hotel.

Football was presented from studio of KWCR with appropriate sound effects and fed to ballroom by special wire. Immediately at the conclusion of the game, station repeated the entire affair on the air for same local sponsor, presenting the play by play summary of the game.

'Voice of Labor'

Portland, Ore. Sponsored and conducted by the Portland Central Labor Council the "Voice of Labor" is a semi-weekly program of local and general labor news, and discussion of industrial, economic and social questions. This broadcast over KWJ supplies authentic reports of current labor news. It is a labor movement, whose knowledge and experience qualify them to speak on the subjects and events which are dealt with. There are also speakers on the program who are outside the labor movement.

whom studies and experiences qualify them to speak on phase of industrial and economic questions. A part of each program is devoted to reports of labor events in Portland. There have been discussions of such subjects as "Strikes Under the N. E. A." When is Arbitration Not Just? How High Wages Benefit the Community? This program is intended primarily as a source of information for the general public. Suggestions and criticisms are invited and received in number.

Educating Educators.

Dubuque. WKBB made a hit with educators from all sections of the state when they gathered here for a three-day convention and conference, Reginald Martin, station manager, conceiving the idea of throwing open the room and transmitter to all. Afternoon periods were given over to short addresses by those prominent in the educational field, with speakers given an opportunity to introduce speakers and to send their voices over the air in greeting. Entire stunt was arranged so as to give the educators an idea of small station commercial setup and to see it in actual operation.

Small Town Goes Big Time.

Lancaster, Pa. Kay's jewelry store presented a one-hour radio show Friday (5). Program, one of the season's biggest, announced the opening of annual anniversary sale. Show, which utilized much of the station's talent staged in real big-time style by Thorburn-Bowman dramatic troupe, attracted considerable publicity in newspapers and over the air.

Guests were admitted to the studio only on presentation of elaborate invitation cards, rarely used here. The idea, Kay was good publicity for station made them tough to get and, hence, much in demand. Marjorie O'Connell, station's blues singer, topped the billing of the show with "Mr. Grey, tenor; Earline Stansola, pianist and Virginia Davis, accordionist among others.

Druggists' Contest.

Syracuse, N. Y. Merchandising activity at WFBL, a contest among the grocers and druggists of the city. The station sent a letter to all druggists asking them to enter the window display contest and to send their entries to the station. A test to be held week of October 5 will give prizes of \$25, \$15 and \$10 to the three druggists having the best window displays of WFBL-advertised products.

Station gathered together display material from various manufacturers and displayed it for the druggists to come in and pick out the material they would like to use. The station also offered to help them to set up their window displays. WFBL and its programs is imperative in every window. During the contest, the station's "Dear Program," WFBL, Salutes the Druggist will be broadcast pointing out the service rendered by the retail druggist.

Response from the druggists, according to Robert G. Soule, who originated the contest, is very satisfactory. A similar contest will be held among the grocers of the city.

WBAL Self-Merchandizing.

Baltimore. WBAL, a 10,000-watt station that can be tuned in all over state of Maryland, has this autumn been erecting exhibits in main buildings at all the county fairs in this sector. Rather than pay for advertising space with bulky of colored baby spots to secure best effects, station plants samples of products it advertises, with placards mounted over each piece of merchandise shown advising of time and day the program backed by its manufacturer and type of program it is can be heard.

It marks the initial time heretofore that radio has ever gone out into the streets to interest the pedestrians who frequent the high school fairs with a showmanly exhibit.

High School Programs.

Trenton. Edward J. Clery, manager of WTNI, is launching a series of weekly broadcasts to be conducted by students in high schools of Trenton and surrounding communities. Present plans call for the enlistment of students from Trenton High, Bendwinton High, Hamilton High, Pennington High, Princeton High and Lawrenceville High Schools. Each school will be asked to contribute an original program from WTNI studio in the Trenton-Trenton Half-hour programs, once a week, will be given.

Merchandizing New Mail.

New York. Mary Small is reaping some extra publicity with Baby Ruth advertisement campaign really gets under way. Lots of art work and details concerning the singing youngster have been in copy. Heretofore most of her plugs have been confined to the metropolitan area only, but now she is taking in the entire country. Undoubtedly budget is not at \$150,000.

WBBC Talent Sources.

New York. Brooklyn School of the Air swung into its most complete course of radio study on Junior talent this Fall having over 100 testees in its list. Under direction of Ida W. Smith, program director, new department is operated on regular basis with courses covering dancing, drama, voice and piano. A special ballet class is run separately. Saturday morning broadcast is presented in a series of the advanced students in the school. Comes on from 10 to 11 o'clock, embracing the usual flow of school news and sports and once in a while a piano solo. A Sunday program is also included in the week's program. Included in WBBC's building.

Bronson's Memorial.

Paul. KSTP last Wednesday (10) at 3 p.m. put on a five-minute memorial program for Phil Bronson, producer of the station, who was killed in a traffic accident Sunday (7) night. Memorial started simultaneously with the church services several blocks away. Appropriate organ music was played, followed by reading of a poem and two hymnals solos. Then came a one-minute pause in honor of the deceased. Program was especially welcomed by the thousands unable to gain access to the church. Bronson's aptitude at football announcing had earned him a reputation as sports man. Cars of persons attending the church services had downtown streets jammed for a radius of several blocks.

'What Would You Do?'

Syracuse. Syracuse Herald is back on the air with a series of radio dramas written and produced by the Herald and broadcast from WFBL by a local cast. Each playlet leads up to a citizen's dilemma and ends with the listener-in-facile the question, "What would you do?" The author's solution is printed the following day in the classified section of the paper, the program being designed to spotlight those columns, although direct plugging is avoided. Plumes run to molecrane, and while the stories are given a local setting, there is no news dramatization attempted.

Far Show Season.

Philadelphia. The WCAU station, which houses the Women's Club of the Air outfit and local visual airways, will carry a fashion show of fur apparel and accessories for fur stores. Show will be three Wednesdays at 2:30 for three weeks, client receiving free station plugs for the club audience.

Auditorium houses four hundred, and admission is gratis upon application.

Omaha to Lincoln.

Lincoln. KFOR is going into November thick and fast here. Last week was the inaugural of the "Man in the Street" broadcast and now they've got a daily municipal court routine to fit in 15 minutes of the schedule. A little afraid to use the many court here for the locale, on account of the embarrassment it might cause by living in Lincoln's coin, the proceedings of Omaha's many docket are fed down by wire to the Lincoln link.

Some of the cracks which slip out over the air would make Gen. Douglas Butler's boisterous line of chatter sound like a literary treat. Needless to say, it keeps the dials tuned and the house is ruddy, since it's on at 10 a.m. when the kids are at school and the husband off to work.

Parent-Teacher Program.

Cedar Rapids. KWCR at Cedar Rapids has succeeded in interesting local work of Parent-Teacher Association in broadcasts once each week. Local P.T.A. has appointed special radio committee to handle the series, which includes the radio talent from the high schools, a "Story Lady," and short talks by prominent P.T.A. women.

Just another of those programs that people talking for a while about the station, and cost little or nothing from the standpoint of effort involved. Spot Coverage. Dubuque, Ia. Radio as a medium for spot coverage of major news events is practically all fields was clearly demonstrated to listeners in the WBBC territory, when the station recently aired a major passenger train wreck in which 21 were injured and killed 39 miles from here. Reginald Martin, station manager, had a mile a minute race to the scene after its occurrence had been flashed from the station and gave a first hand account of the pile up. Heat meters to the street nearly 400 hours. John Price and Ray Sullivan of the station acted as a roving crew to feed the miles at the scene.

N. W. Ayer Avers KVOS, Bellingham, Pulled Fast One on World Series

Seattle, Oct. 15. KVOS, Bellingham, is reported in hot water with the Federal Communications Commission following the use of the Ford Motor Co. sponsored broadcast of the recent world series games.

Selling time to four local concerns, a refrigerator retailer, a Ford retail agent, a bakery and a furniture shop, the 100-watt station picked up the baseball programs from CJOH, Vancouver, B.C., and re-broadcast them. CJOH got the programs from the Canadian Radio Commission with the Ford announcements deleted. KVOS substituted its own commercial plug-line.

Ordered to stop, KVOS halted direct re-broadcasting, but set a man of its own to re-telling the play-by-play account as the authentic broadcast came in, giving credit to the Ford Motor Co.

N. W. Ayer office in New York declared last Saturday (12) that KVOS had misquoted itself with the Ford Co. by eventually confining the plug to the local Ford dealer, and that the complaint before the Federal Communications Commission would not be pressed. As far as Ford was concerned, said the agency, the incident was closed and forgotten.

NO HAUPTMANN TRIAL PICKUP IN JERSEY

Trenton, Oct. 15. Governor Moore has announced he will not permit any broadcasting from the courtroom of the trial of Bruno Richard Hauptmann at Flemington, which will begin about November 1, on charges of murdering and kidnapping the Lindbergh baby.

"Every safeguard will be taken to insure an orderly, dignified trial," said the Governor. "Knowing Justice Trephard as I do, I know he would not permit the trial to be a burlesque. The proceedings will be conducted in conformity with judicial procedure in New Jersey. There will be no broadcasting from the courtroom."

The State House Commission has voted an initial appropriation of \$15,000 to Hunterdon County to defray expenses of the trial. This was done after Governor Moore vetoed a suggestion by Flemington officials to put the case on a cash basis by leasing the broadcasting rights.

Radio Eds Catching NBC Chi. Showings

Chicago, Oct. 15. NBC's 15-minute showing each week for new talent, with the associates and sponsors sitting in, is to include local radio editors of the dailies.

It's a plan to get the writers in to watch for the background information, which may later bring out more intimate notices in their columns.

World Spreads

World Broadcasting System continues its expansion program in the international field, which it feels is booming at recent time. Honolulu is latest addition to its system and India is also contemplated as the next location to open up.

Last summer the Australian office was organized by A. E. Bennett. Initial intention of this office is to promote the use of World Program service in Australia and New Zealand.

First station subscribing to the service is 2GB in Sydney. Early extension to other stations is anticipated, according to the latest reports received.

KGO, Los Angeles, has received authorization from the Federal Com. Bureau to operate on 1,000 watts daily and 500 nightly on their 1330 kilocycles. Station plans new transmitter and modern antennae. A site is now being surveyed near San Joaquin.

Elastic Schedule

Coming east from California through the Panama Canal, Meredith Willson, NBC coast musical director, stopped off in Guatemala and presented himself at the government radio station. Willson was anxious to hear the Guatemalan marimphone played on its own lot with authentic native technique.

Inquiring when there would be a program of this nature which he might hear, the obliging official replied, "Right now." Forthwith the program then in progress was stopped and a special marimphone solo substituted.

WAAB CAN'T GO TO STORER, SAYS CBS

John Sheppard, 3rd, has been notified by CBS that he must not allow WAAB, Boston, with the American Broadcasting System, because such affiliation would be in violation of the contract he holds with Columbia. It is ABB's intention to use WAAB at night. New web's other Boston release, WHDH, is obliged to go off the air at sunset Denver time.

Columbia contends that its contract with Sheppard bars him from carrying the programs of any national web other than CBS. Though Sheppard's other Boston station, WNAC, gets most of the CBS commercials, the latter network feeds programs to WAAB daily between the hours of 10 and 12 a.m. and between 5 and 7 p.m.

BOWEN'S WBX NOW GET CBS PROGRAMS 100%

WBX, Utica, has been placed by CBS on a permanent program basis. Station from now on will receive the Columbia sustaining service at all hours of the day and night.

Previously WBX was restricted to daytime standstills. As WBX's schedule now stands it is carrying seven hours of CBS commercials a week. Outlet is owned and operated by Scott Howe Bowen.

Mar-O Oil Quitting CBS; Going on Discs

Chicago, Oct. 15. Mar-O Oil shampoo account slated to leave the Columbia system wires on Jan. 1 and shift to discs. Heath-Schoof agency now negotiating on platter show to be recorded locally.

Account is now on CBS on a twice-weekly 15-minute program, having previously been on recordings throughout the midwest. New program will be a musical show.

FORD'S ANNOUNCEMENTS

Chicago, Oct. 15. Chi. branch of the Ford Motor Company scheduled for one-minute announcements locally with WMAQ and KYW last week. Time is for Mondays to Saturdays.

With this addition, their advertising policy is aiming for direct local plugs in place of the national campaign coming out of the Detroit center.

Tim Sullivan's New Job

Tim Sullivan is out as booker of talent for the McCann-Erickson agency. Previous to joining the McCann-Erickson radio department he was with the NBC Artists Service.

Sullivan has moved into the retail liquor business, helping his brother operate a store they opened in the Times Square district with the advent of repeal.

Fields-McHugh as Radio Turn with Own Stuff

Dorothy Fields and Jimmy McHugh are auditioning with a musical script idea from their own pens and to use both songsmiths as talent.

Revised more in the revue vein than the musical comedy sort of thing Howard Dietz and Arthur Schwartz are doing for Ivory Soap.

4 BALTIMORE STATIONS UP RATES

Baltimore, Oct. 15. Local stations are changing around their ad rates as the winter season looms. Changes, largely boosts, are greatest, both proportionately and numerically, but have ever experienced in one brief period. WBAL led off, with new card rate that went into effect last Wednesday (13). Station reduced its local rate from \$240 an hour even, to \$200, and hiked its evening national rate from \$270 to \$300. The afternoon and morning local and national rates have been lowered and raised, respectively, proportionately.

WCBM, effective today (Monday), has boosted its national rate approximately 60%. Hour in evening now costs \$130; formerly might have been had for \$75. The station is keeping its local rate same; no change.

WFBR has applied to the Federal Communications Commission for an okay on its planned hike of local rates. Will equalize "em with its national scale, which is \$200 per hour evening, \$125 afternoons, and \$75 mornings. Will represent about a 20% cut over the present local rates. New scale will go into play next week.

WCAO, burg's fourth station, figures to hop its rates shortly, so that makes burg unanimous, and gives clue to manner in which radio big hercabouts has bettered in past year.

At the suggestion of WCAO, all the stations have banded together for a united and standard-rate front as regards the airing of orchestras. All the stations will henceforth charge the site spots \$50 weekly, plus line charges, for broadcasting music and plugs from the niteries. That rate permits the spots as many as six airings of 15 mins. each as the spots can procure from the stations.

Dorothy Lee, KOMO-KJR, Seattle, singer, and Bob Achery, KJR announcer, officially marked as married since the news of their recent elopement to Tacoma arrived.

WBNX, New York City, Experiments With Code Language for International

WBNX, New York (Bronx), will broadcast another demonstration of the new radio language, known as the Spatari code within two weeks, initial airing of this new code aimed to eliminate the language barrier in international broadcasts was held in September.

On first glance the code or air language appears quite complicated, but a few minutes careful perusal of the code index greatly simplifies the call jargon. It is best described as a spoken code based on the notes of the musical scale which are adaptable phonetically, according to the originator, to all civilized languages.

The alphabet is comprised of 26 letters, 10 numbers and 10 other symbols, a total of 56,789 words or combinations can be created, more than sufficient to provide for every contingency of a language. All that a person needs to receive or transmit a message is the code dictionary, which is arranged in such a manner so as to make the various combinations readily accessible to the user.

The first broadcast of this new air lingo was given in co-operation with the Canadian DX relay, a short

Petrillo Bans Sponsored Plugs For Chi Clubs as Too Commerish

Guessers Out-Guessed

Six bands auditioning for an automotive account were tipped off through devious ways that they had been chosen to play program for the Detroit sponsor was added to the Wayne King type of smooth waits music.

That cued 'em all to simulate the King style excepting that one of the six bands, naturally given to honest denunciation, couldn't do it creditably enough and the maestro in disgust decided to be himself and play per always.

The other five did very good imitations of King's waits style with the result they all sounded alike, the band that was itself got the contract for no other reason than it sounded so different.

ANNOUNCERS CRITICIZE SELVES

Charlotte, N. C., Oct. 15. WBT this week began using a dictaphone as a means of improving the work of its announcing staff. Announcers were required to record their commercial continuities on the machine and then listen to themselves.

Idea worked out perfectly as all announcers could readily find fault with their own work and needed no other suggestions. Stunt was entirely successful as it made immediate improvements in certain cases.

Dictaphone next used to record actual broadcast from a radio receiver. Thus announcers got recorded comparisons of their rehearsal and actual air work.

Niesen in Legit

Gertrude Niesen of radio goes into the Lew Brown-Warner Bros. musical, "Calling All Stars," which opens on or about Thanksgiving at the Hollywood on Broadway. It's her first show chance.

Miss Niesen, a CBR contractee, was set in the show by Charlie Morrison.

Hal Tiltonson has resigned from the sales staff of the Rockwell-O'Keefe office's radio department.

Chicago, Oct. 15.

Musicians' Union made a general ruling last week covering all the Chicago area that no sponsor can horn in for free radio advertising on the regular broadcasts of bands out of clubs, hotels and other entertainment spots.

Ruling was originally made last year at the opening of the World's Fair when the large companies sponsoring clubs and enterprises tried to work in mention of their products between orchestra pieces. The union nixed that on the basis that it was unfair to the musicians and, did them out of possible further coin on regular commercials.

Since then several companies with commercials have been angling for night spots with the idea in mind that while the orchestra is on they will work in a few ad spots. Distillers and liquor companies had the angle that they could open a few clubs around town, as the Schlitz Beer Club or the Canadian or the many other names in the field, and get their names announced if only at the head of the program for little or no expense.

Club idea is oke with the union because the more clubs there are the more business there is for them. But from that point they joined hands with the radio stations and ruled that any announcements must be confined strictly to the name of the band. If the music comes from the Urban room of the Congress hotel it would be mentioned as coming only from that room, just as the music that has been on the air from the Canadian Club at the Fair was announced as coming from the Lagoon theatre. The point is that there could be no mention that also in the Urban rooms are being sold Dash cigars or so, or beer, or whatever other company managed a foothold by contributing a few dollars.

As far as the stations are concerned, they'll let announcers talk during the entire program if they wish, but want strict editing on names.

NBC, CBS STATIONS IN WASHINGTON TIFF

Washington, Oct. 15. Bitterness followed switch by Wilkins coffee program from CBS outlet, WJWS, back to NBC station, WRC. Both chains are bickering back and forth with coffee company and its agency getting in an occasional poke.

Bad feeling between two webs reached a climax last week when Columbia sounded off in an attack on the program and accused both John Wilkins, co., and Ryan agency of being disloyal to home-town talent by substituting transcriptions for live talent. Coffee company is burning as a result.

Official explanation for the switch was given as follows by an official of the Ryan agency:

"The Wilkins program went back to WRC because the company became convinced it could reach a new and larger audience in the morning and satisfactory arrangements could be made with NBC. Surveys have proved that an early morning hour is best suited to food and grocery products and as NBC had the hour wanted at rates the Wilkins company desired to pay and had attractive program material the switch was made."

Long known as one of the town's leading local programs, the Wilkins hour occupied an evening spot on WJWS, Columbia outlet, last year and used local talent throughout the contract period. Previously, WRC had carried it.

There are two Wilkins outlets here. Wilkins-Rogers milline outfit debuts Monday (15) with live talent program, never having done anything more than spot announcements before, and backed with WRC through talent agency. Wilkins coffee outfit is handled by Ryan agency and is a separate entity.

Walter Eskin went off the air after 12 weeks on CBS College professor is on leave of absence from academic duties at Columbia University and will make a three-months tour here.

LUX RADIO THEATRE

Fourth Haven with John Bales, Miriam Hopkins, William Ingersoll, Harold Varmilion, Wilfred Lyall

COMMERCIAL
WJZ, New York

When it is remembered that only about two hours of actual playing time goes into the production of a Lux Radio Theatre (deducting for intermissions) it is apparent that 30 minutes is not too tight a shoe into which to fit a radio production. The production of a play, however, is a business and the superfluous conversation such as radio would have to discard anyhow because of the character of the medium, would probably be lost down almost as much script automatically even if time were not an essential consideration. Which is by way of prelude to the statement that it looks like Lux has found a program formula with much to recommend its chances of building an audience.

With an important "if" attached to the optimistic outlook—granted before the broadcasting danger inherent in straight conversation. Plots must have suspense and must "get" the listener within the first three minutes or that the producer won't be given a chance. Thompson Agency is scouting for hit shows of other seasons.

Announced purpose of presenting standard stage plays acted before the microphone by deluxe names gives acting as such added radio attention following Mary Pickford and some other recent manifestations of revival concern with serious histrionics. Lux intends to add and must have a balanced combination of artfully framed and staged productions based on substantial and meaty stories and entrusted to performers of ability equivalent to their reputations. On that basis the show has many features, but the grind will be tough, because to make 30 minutes of gab and sound effects consistently diverting work after week will mean that celebrities with uncertain talents cannot be slipped over nor, reversely, fine stars entrusted to the leaky barrels of third-rate scripts. It'll probably be fairly easy the first two months. After that there'll be canals on foreheads. The right actors and the right script may be hard to get together. Second week's production of "The Letter" after staff for the Lux launching. Joffe's tactics army is alluded to late in the story, but not incorporated in the actual narrative. Probably a typical example of limitations on the air. It was not microphonic. Could not be written or staged. So was omitted. In the film version was the spectacular rock.

Whipping sequences conveyed fairly vividly. This is emotional, but calls for experience. Miss Hopkins had what it takes. Roles did well as Chico and the various other characters were able. One girl who was intensely distinguishable from Hopkins or Pickford, and who will be a major casting worry. In keeping with the adoption of stagecraft and logic by radio, Lux is billing the story by director, J. Walter Garfield. It's Belasco whoopla, opening night folderl pseudo-invaluable stuff but very likely the calculated cunning of Garfield. J. Walter Thompson is correct in surmising that the laymen will like the "four directorial genius" flap-doodle. A third directorial genius was named (rapidly) without mention of the roles played).

Lux uses picture names abundantly in the sales copy. Lever Bros. has succeeded in convincing the wood endorsements for the past several years. It's done here with the suggestion of intimate familiarity with color and the "Lever Bros. Merchandise." Mame and Gertrude are sure to be impressed by the reading of telegrams from film stars. Plugs for forthcoming releases squares the studio for the radio borrowings of the stars. Land.

SEELEY AND FIELDS

"Around the Town"

COMMERCIAL
WABD, New York

Blossom Seeley and Benny Fields have plotted something different for radio in the way of song-story ideas. It received its second network airing last Wednesday night as part of the Bi-50-Dol show. Actual break-in of the 'new act' took place several weeks previous on the Rudy Vallee Program. Seeley, who whizzed over NBC's red (WEAP) loop, "Around the Town" is a suave piece of patter and song melody blending with the thing so constructed as fit in admirably with the medium of broadcasting. This fine patch-quitting of patter, song and sound effects is in a way a standpoint for other music performers. It shows what can be done to lift the ordinary air routine out of the standardized and dull. For their teeter-board Seeley and Fields take a winking bow and, with the latter in the role of the barkeeper and his partner shifting from another character to another, they paint a swiftly moving picture of the New York scene. It's got heaps of drama and melody and a siffy admittance of human characteristics.

BROMO-SELITZER REVUE

With Dwight Fiske, Al Goodman, Jane Froman, Al Bowly

COMMERCIAL
WJZ, New York

It was Bromo-Seltzer's original idea to stimulate an air of the ultra smart by putting together an all-Gosh-pat-pat revue. But Bromo-Seltzer, by putting together an all-Gosh-pat-pat revue, has created a headache which to relieve the commercial will require something other than a dose of its own product.

Even though Jane Froman and Al Goodman turned in their customary performances, the thing shaped up as a badly disappointed hedonistic audience. The evidence is a headache which to relieve the commercial will require something other than a dose of its own product. Dwight Fiske, who doubted as much as a recitalist, didn't jell on this initial affair because the lad is essentially out of place in American radio. His caterwauling pipes out of his rambling, sophisticated lyrics may be okay for the swank niteries of the Mayfair Yacht Club stratum but upon the average American listener's plate. Pleadably, Bromo-Seltzer's little other than a sense of mangled puzzlement and pain. Fiske included in his repertoire a long drawn out piece of piffle that had something to do with African jungle fauna. It was the essence of dullness.

Al Bowly, introduced as the favorite of London society, revealed a fair baritone and a keen field for diction. Even so, he didn't do so well with the melody the boy's clarity of speech left no doubt as to what the lyric was about. Considered the most editorial copy attempts to convey is that it is ultra smart to use Bromo-Seltzer. Opening program did it deftly by the dialog device. Time was also taken out for the audience to react to the product in a balanced compound, combats acidity and contains no narcotic. All around the sales angle came in for brief and effective.

Bromo-Seltzer constitutes the maiden effort for the J. M. Mathes agency in radio.

DE MOLAY VARIETIES

With Mary Jane Frances, Evelyn Glen, Eddie French, Lyle Gordon, Huntley Henderson

COMMERCIAL
WJZ, New York

This show is back again on a longer term after being off the air about two months. It has a similar set-up to its last summer idea, but with a different cast. The list of talent and producers. Only holdovers on the talent list are Mary Jane Frances who sings the popular songs in the same way she made them popular before; Evelyn Clough as a comedienne; and the DeMolay Quartet, the most popular group of the program.

Besides these are included the Colonial Club orchestra, local crew who are too strong on the tympani and rhythm; Lyle Gordon, baritone of the show staff, who has difficulty with the ork in arranging keys; a girl's trio who hardly registers; the DeMolay Quartet, who are which Eddie French is not suited though he is good in the skits with Miss Clough; and Huntley Henderson, who is poorly cast as a comedian.

Material for this is being scripted by Jimmie Douglas, who on the last series directed the music. Material is okay, with a few exceptions. The Clough-French combo. But outside of this and Miss Frances and the quartet there are plenty of rough corners to be smoothed out. The station deserves credit for even attempting to build a big time show; one of the only two produced locally. Considering drawbacks too numerous to mention, the program is not bad and can become really attractive to listeners with care, work and building.

To the program's advantage is the niche it fills from 4:15 to 5 Sunday afternoons when the chains haven't much to offer. Increasing the time from half hour to three quarters will be an advantage if the session continues to improve.

SHER BLOOMERS

With Alice Sher, Max Bloom and Sunny Gary

COMMERCIAL
WFL, Chicago

This trio is headed by Max Bloom who has been a standard vaude performer for years and tops as a comedian. Alice Sher assisting and Sunny Gary doing the warbling. They're in a new series for three times a week at WFL that includes chatter, gags and songs. In all of which they turn out 15 minutes with four songs. The trio is headed by Max Bloom who has been a standard vaude performer for years and tops as a comedian. Alice Sher assisting and Sunny Gary doing the warbling. They're in a new series for three times a week at WFL that includes chatter, gags and songs. In all of which they turn out 15 minutes with four songs. The trio is headed by Max Bloom who has been a standard vaude performer for years and tops as a comedian. Alice Sher assisting and Sunny Gary doing the warbling. They're in a new series for three times a week at WFL that includes chatter, gags and songs. In all of which they turn out 15 minutes with four songs.

LUM AND ABNER

Rural Hoke

COMMERCIAL
WON, Newark

This is the first of the commercial using the WOIN-WIN-VLW-WXYZ hook-up. Horlick's Malted Milk is the sponsor and the show follows the lines of back comedy as when Lum and Abner were sponsored by Ford. All in all, it's fairly clever stuff, with due license granted for story liberties. The characters are carry the program and there's a ring of what show big calls "sincerity." Which is to say the humor is played honestly, as if the participants believed it isn't humor.

To please both ends of the argument the billing on the new act-work reads something like this: "This is a presentation of the Quality Broadcast Group which has come to you through the facilities of the Mutual Broadcasting System." Horlick's uses a dramatized version of teacher drops in on Mrs. Scupperpenny for a social call. Mrs. Scupperpenny is a little piqued, just a wee bit soreheaded, when teacher hints that little Wilmet Scupperpenny is faintly dense in school. Nothing serious. Teacher always mama's fears that there's anything pathologically wrong with little Wilmet. The scene all he needs, absolutely nothing else. Horlick's Malted Milk adding to his diet.

MADAME SYLVIA

Talk, Drama, Music

COMMERCIAL
WJZ, New York

Ry-Krip (Ralston) did much better by Madame Sylvia, and vice versa, last season, Gardner Agency, which is responsible for the program, landed up the epicurean kneader with too much chatter. The madame on this series is not only dishing out the advice on how to reduce pounds and putting in the sales hooks for Ry-Krip but she's serving as co-narrator in that portion of the program which seeks to dramatize excerpts from recent and coming motion pictures. The triple assignment makes it equally tough on the madame's lingual limitations as far as English is concerned and the listener's patience.

Follow who plays the "Old Rancier" role in the Tom Mix thriller has been inserted as the madame's interlocutor on all three assignments, but the matching of personalities and the scene is not a happy one. Things could be bettered all around seemingly if the program were returned to the routine of the season.

Program is now offering to give away goods won by screen players in recent productions. Upon three women writing the best letters on the bones of Ry-Krip, and not forgetting the madame, to be chosen after Oct. 30 will bestow a dress each from the wardrobe used by Fay Wray in her latest picture. Odds.

MAX DOLIN'S GRENADIERS

Radio Discs

COMMERCIAL
WGY, Schenectady

A series of electrifying waxes waxed by Max Dolin's orchestra are being turned out here on the Friday evening broadcast sponsored by the WGY Food Stores (no connection with station). Apparently they were made to fit any program, for no advertising matter is included. The number-announcing is part of the imprinting, and at five-minute intervals the station mike cuts in for a brief ap.

Dolin's crew took a smooth, smart brand of pop music and the disc is it is easy on the ear and sometimes itching to the feet, although no one is likely to roll up the Axminster at 11 p.m. Straight instrumental music, which means that the records are rather quiet. Announcing is okay except for a stylized formula of introduction.

For unpretentious listeners, those fill the bill and need not care for the same for other small commercial.

EMMY A SERA

Dialect Sketch

COMMERCIAL
WGAL, Lancaster, Pa.

Playing to the tender spot in the hearts of the native Pennsylvania Dutch, this air show has become one of the stations most popular. Recently, the Dutch and the German-Gunsenbauer Bakery were immediately resigned for a longer period.

Using the broad accents of the Pennsylvania Dutch on the air is a queer trick and requires a lot of special handling and rehearsing but the team gets away with it in very nice style. Between the two of them they do a total of 32 "Bauer-ville" skits.

Emmy, in real life is Grace Bowman while Sera is Cliff Thorburn. Their act has been on the air for several years and has been a big success in a fairly broad set of Dutch.

ALEXANDER WOOLCOTT

Sensuous, Songs, Music

COMMERCIAL
WABC, New York

Alexander Woolcott has gone commercial—and with a vengeance. It may not have occurred to his sponsors, who are now in a bind, that Woolcott can't have changed so much so suddenly. Not only is Cream of Wheat mentioned three times by the announcer during his last hour broadcast but Woolcott himself inserted some chatter about it where it didn't belong—in the middle of a story—a fourth time. Somehow a very clear picture emerges of Woolcott being puffed (300-odd pounds worth) and whimpering, "So I'm feeling a break-fast cereal, am I? Well, all right, I just will!" And he does. With the result that, strange among strange things in cockeyed radio, Alexander Woolcott's program suffers most from the fact that it's overdone from an ad sales standpoint.

Othering, Woolcott has a little difference between Woolcott as he is and as he was (when he was just a sustainer). He chatters nimbly about this and that; he mopees pleasantly about his now undoubted reputation as a burrhead who is look or person; he sings a song (even though he admits he can't sing a note) and he continues quite pleasantly building up his now undoubted reputation as America's premier raconteur.

Last Sunday (14) he had as his guests several members of the D'Oyly Carte Gilbert & Sullivan Company, currently in New York. They sang three songs for him while he eulogized the composers through out his half hour. Throughout, that is with the exception of the time he took off to talk about Cream of Wheat.

MOLLY PICON

Songs, Comedy

COMMERCIAL
WABC, New York

Molly Picon on her first commercial program in radio, is presenting an interesting example of radio idiosyncrasies. When she first debuted, about five weeks ago, it became a matter of time before it was there was something wrong. Enjoying a healthy and well earned reputation in both Yiddish and Broadway theatrically as a comedienne, she has been in radio for a while and failed to register. A lot of tinkering was called for, brought in quick, and the program is now one of the best of its kind. But it's still an example of the difference between stage and air.

In legit and vaude Miss Picon is known as a comedienne. She sings a character portrayal, but the singing is not good. The radio turns out. It's the other way around. Her voice happens to register well, much better than it does in the theatre. But her comedy portrayals are not too good. It takes, it seems, her face and mannerisms to put them over.

Miss Picon now does two or three numbers, picking those preferably which give her a chance to sing, although sticking to special material. And her comedy is sprinkled in between. But her comedy is by way of stories. She'll still have to figure out a better excuse for the chatter, but that's easy.

Current assignment is for Jello (Crescent) at 7:30 on Wednesday nights at 7:30 with special direction of Jewish listeners, although Miss Picon doesn't use any Yiddish, with the exception of a word or two here and there. But her comedy is by way of stories. She'll still have to figure out a better excuse for the chatter, but that's easy.

Current assignment is for Jello (Crescent) at 7:30 on Wednesday nights at 7:30 with special direction of Jewish listeners, although Miss Picon doesn't use any Yiddish, with the exception of a word or two here and there. But her comedy is by way of stories. She'll still have to figure out a better excuse for the chatter, but that's easy.

TOM THUMB AND CO.

Discs

COMMERCIAL
WCC-WHO, Des Moines

There is much to commend the Crescent hour of music, sponsored by the Crescent Macaroni and Cheese Company. But the program could be better. No. 85 of the firm, put on every Friday 4 to 4:45 p.m. The series now is musical and vocal appeal to all classes and all ages.

"Charmaine" themes for the introduction of artists, Miss Macaroni and voice of the Golden Graham cracker, soprano and tenor voices, Ezzie Norton, instrumental, cornet, clarinet and Tom Thumb orchestra. Quarter minute break is a plug for a macaroni dish, the half hour is a series of star-studded advertisements, with the close devoted to a plug for the 15¢ barrels, with "Charmaine" by the ensemble a background.

Voice is good and heard in solo and duets. Technically and Sousa are drawn on for the former. Tom Thumb, with a findings of "Dance Of The Fire" by the latter.

There is a smoothness that characterizes the orchestra as one composed of individuals who have long been in the business. In Des Moines, the program is now aired from the Des Moines WCC-WHO studios and is one of the substantial and of best local sponsored bits.

SPARTON TRIOLANS

Jolly Colburn Orchestra, Harold Van Emburgh

COMMERCIAL
WJZ, New York

Spontaneous entertainment and a matter the maker of the Sparton set sticks to its policy of last season. Between thick slabs of patter and the RCA building, shrouding the former talker, Harold Van Emburgh fills in nicely on the tenor interludes. While thing is built to the old stereotyped mold. Favoring the program is the fact that it has nothing of a similar to compete with on either the red (WEAP) or Columbia.

For the Sparton Colburn mixed the latest artist from the Tin Pan Alley mill with some of the more popular standards. Colburn does better in the tunes than he does in the fast tempo and half-digressy interplay of brass.

"AROUND THE CRACKER BARREL"

REL

With Ed Harvey, Howard Peck and Guests

COMMERCIAL
Sports Chatter

Something new for this town is a sustaining program, and especially since it is spotted quite late, 10 p.m. CET.

Ed Harvey takes place in a country store with the usual tinkling bell effect and clank as wood is thrown into the stove by Uncle Lew (Harvey). Entire idea is built around Howard Peck, the station's sports announcer, who first discusses sports happenings of the day, local and national, with Harvey, and then gives way to the visitors. Heard two nights a week, the program was varied enough to be interesting. First night, after discussion of world series finale, Peck brings in Richie Mitchell, former lightweight boxer, and one-time ring champ, who is making a string of battles now. Peck and Larry Lichter, local sports writer, interviewed Mitchell on his old lights, dating back to when he floored Benny Leonard and then lost the bout on a knockout.

Second time heard, the Harvey-Peck talk was centered on midwest football games as a curtain-raiser for a "Football" hour, which is a quiet university team here who then took the mike to explain what he expected his squad to do in the game with Kansas State. This "spot" his voice was a string of letters Marquette has made against Wisconsin and Northwestern. Team a heavy favorite in town.

Looks as though program will become a rather stiffer, especially due to the "hot stove league" angle. Studio reported angling for a sponsor, which shouldn't be hard.

BLUE STAR REVUE

Musical Variety

COMMERCIAL
KOIN, Portland, Ore.

Over a network of four stations including the cities of Portland, Seattle, Bellingham and Spokane for a week, Blue Star, a series of Vancouver uses a radio campaign supported by newspaper and bill boards for introducing and increasing the sale of their "Hot Gold" discs. The trade name is a blue star which ties in the idea of the program on its 46th week.

Program uses a variety of artists and orchestra and a male quartet. Each week an outstanding musician, who is recruited from stage and concert circles, stars in two spots on the program. Revue consists of popular hits, vocal arrangements in different and interesting scores arranged by Jimmy Hiddell and Owen Duncan. The program is a series of "Old" a group of favorite melodies which pay tribute to a different foreign country each week. Joseph Maunula conducts the orchestra while Roy Myron directs the program.

HAROLD STOKES ORCHESTRA

Dance, Music

COMMERCIAL
WGN, Chicago

Tal Stokes is back at WGN, the Chicago station, after having spent several years at the NBC quarters. WGN is looking ahead. There is, of course, the new Mutual broadcast, but the station is looking for a way to WJZ and WXYZ into a web which blankets the eastern half of the country and this network must be in a position to keep itself fed with sustaining shows of a caliber that can compete with the CBS and NBC sustainers.

With the Stokes band the Mutual web will have plenty of music on the sustaining bill. He has a habit of delivering an excellent brand of music. Has an orchestra of 22 men which he shows of a caliber that is not going to stint. Stokes also felt value out of those 22 men, making his dance orchestra give every type of shifting, background and type of music.

KANSAS CITY SYMPHONY
With Karl Kraeger, DeWolf Hopper,
Stanley Denson
Music, Songs, Narrator
30 Mins.
COMMERCIAL
WJZ, New York

United Drug (Huxall) brings this half hour of classical music at 4 p. m. EST. It should have no trouble pleasing.

A perfect spot for grade-A music is Sunday afternoon. DeWolf Hopper, 70-year-old actor, makes an ideal narrator with his fine booming voice and his reading of lines in the grand style. He stands out and gives the program a different touch. It's revolutionary for a symphony orchestra to be narrated by the man who made "Casey at the Bat" a national classic, but the innovation is on the profit side entirely.

Moreover, it's not a hind precept for program-framers to ponder. Many an old leg with the vocal powers of yesterday might well make a routine announcer's assignment take on some glitz.

For the first program Louis Liggett picked up in mid-program from Boston for three minutes or so (wire tolls about \$500). His remarks were primarily, if not exclusively, aimed at the program's dramatists whom he addressed as "fellow-partners." Commercial emphasis of the program suggests that intra-organizational prestige and stimulation is as much a part of the sponsor's purpose as reaching the listening public.

Street & Finney agency is handling the account and this looks to be about the most pretentious program attempt by that agency to date. Walter Craig from the New York office put on the first program on the air from Kansas City, where the program is reported as causing a great heave of pride in local radio circles. Stanley Denson is a nice tenor variation to the orchestra. But "Oliver Road" (done a few weeks ago by Lawrence Tibbett) is material that will here as much as it can possibly please. It's a Negro spiritual with more recitation than singing to it.

CLARA E. LAUGHLIN
Sustaining
15 Mins.
COMMERCIAL
WGN, Chicago

Against all commercial indications a furniture company is paying good money for a performer to go on the air and tell the public about her travel experiences. This is the height of something and belongs in the archives of the industry as the most absurd thinking in radio advertising today.

Sponsor is the John M. Smyth Furniture and Home Furnishings company of Chicago. Miss Laughlin is known as the author of those "You're Going to Love Me" books. "You're Going to Love Me" and so on. Miss Laughlin, early in her career, reminds her audience that she is just completing her latest one, "You're Going to the Mediterranean." That's a swell plug for a home furnishings company. Why spend coin for home furnishings—look up the house and see the world—that's the general impression this program gives.

Seems like Smyth company is going against the most obvious rule of advertising. Not only does Miss Laughlin speak of traveling but she discusses the depression and at length. That's also a sweet idea. "Times are tough; board your coin" is another idea which the audience must get. That's a swell way to sell furniture.

That is, of course, if the Smyth company really wants to sell furniture.

NU-ENAMEL
With Frank and Flo
Songs, Talk
15 Mins.
COMMERCIAL
WOR, New York

Very creditable local commercial. Some of the gawking is a bit palmed, but the singing is always pleasant and the manner of working is ripping and unforgotten.

Enamel is pushing an auto paint. It advances the thought through the sales step that enamelled paint outwears and outshines any other type of paint. Whether it is a bubble or not, a plausible sales thought.

In their singing Frank and Flo suggest, without imitating, Grant and Anderson's pit eed harmony. In the adroit weaving of comment about the sponsor's product into the main body of the entertainment and without making the slightest allusion they suggest the slick efforts along similar lines of Philco's Rosko Carter.

NEWARK POLICE GLEE CLUB
Sustaining
WOR, Newark

This sort of remote pickup is always food community showman-tune in and what's better, good and true.

It happens that the Newark cops have welded together a very nice glee club capable of giving reflection on intrinsic merit.

ART KASSEL'S ORCHESTRA
With Pat Kennedy
Songs, Music
15 Mins.
COMMERCIAL
WABC, New York

Pat Kennedy is Ben Herbie's "am-musked tenor," now on his own and headlining a Monday afternoon broadcast for Grove's Brown-Guinness tablets with Art Kassel and his Kasseels in the Air orchestra.

Program is snappy and well edited as to the current popular faves, heavy on the melody fox trot style of pops.

Ad spiel is likewise judicious in its forthrightness that the Grove product is only for one purpose—colds—and doesn't profess to cure a lot of other things.

Nice quarter hour in toto. A bel.

BETTY AND BOB
Serial Sketch
Radio Discs
15 Mins.
COMMERCIAL
WGY, Schenectady

Gold Medal Four people, one of radio's best customers, are paying the time charges over a string of stations for this series of platters. Here they are placed on the turntable at 4 p. m. five afternoons a week, in connection with a Humber contest closing October 31.

From the tracks of the platters comes the story of a young married couple who are striving to keep their heads and that of a baby afloat in the sea of depression. Bob, the young man, wedded Betty, an office worker, against the advice of his father, whose assistance he swore he would not seek. He loses his job, becomes seriously ill, and is placed in the weary rounds of a search for another, sees bills piling up, with the inevitable suits for their payment, for the respite of his father, who is worried continually over the problem of how he can extricate himself from the hole, without eating himself alive to do it.

Advertising is the kind the networks often do not welcome: That which tends to pan the other fellow's product. A barrage on "cheap," inferior grades of food is held down, coupled with puff, for the higher-priced Gold Medal brand.

JUST THE TWO OF US

With Molly Smith, John McAllister
and Jane Bartlett
Songs, Chatter, Piano
15 Mins.
Sustaining
WBT, Charlotte, N. C.

McAllister has been imported from New York for a build-up with Molly Smith, who is the WBT production manager. The two worked together in other years on eastern stations. After a week or so of sustaining programs the commercial department is now out to sell the spot.

Music and comic chatter are mingled, with each man getting a solo, then working together for harmony duets. McAllister getting some of the best of his solo, and Miss Bartlett all the time getting as much music from a piano as any ivory tickler ever to play these parts.

Chatter takes the form of the advertisement of Joannie and Webbie (Holly and McAllister).

MUSICAL MILLERS
Rustic Music
15 Mins.
COMMERCIAL
WOAI, San Antonio

This one is aimed at the small town housewife and properly so. It can't rate anything else. Combo of accordion, vocalists and strings, all manipulated in rustic style. Program caught a vocal voice of a German which was also since large part of rural population here is of that strain. Also plugged a coming social evening in a nearby town which form, the product of the advertiser, will be a give-away. The product is further plugged with dialog between 'aunt' and 'Helen' in homey fashion.

While it's probably acceptable to the audience for which it's intended it grates on the urban listeners to whom four has become something the baker puts in bread and cakes.

PAGES OF HISTORY

Dramatized History
15 Mins.
Sustaining
KSTP, St. Paul, Minneapolis

This weekly show over KSTP was inaugurated Tuesday (9) and judging from the hefty response following the first airing, station feels it has a strong cash possibility. Important historical events are scripted by the station continuity dept. collaborating with the University of Minnesota Department of Speech, the Department of History checking all scripts for accuracy.

Members of the advanced acting class of the U theatre portray the scenes. The program is given credits for their radio stints. Prof. credits in and give ratings accordingly.

Program airs every Tuesday from 5 to 5:15.

JACK BENNY
Mary Livingston, Franck Parker,
Don Sester, Don Wilson
Comedy, Songs, Dan
30 Mins.
COMMERCIAL
WJZ, New York

Jack Benny took up with his fourth network backer, Jell-O, last Sunday evening (14) and laid down an introductory performance that moved on all money cylinders. With him Benny brought over his entire stock company, stooges, warbler, band and announcer, and smacked out a series of solid chuckles with the deft way he went about weaving each of the principals into the proceedings. It's the earliest spot (7 p. m. EST) that Benny has ever filled in his at spunk from account to account, but that should be of no worry to General Foods. They'll get home in time to tune in on him.

Account attempts something new in the way of credit bellyhoo by opening and fading out with a collegiate cheer spelling the word Jell-O. Thing is admittedly handled, although the connection of a brand-name by product with a humorous article might impress as not only confusing but farfetched. Inclusion of a newboy shouting, 'Extra! Extra!' is such an old device of those attempts to get away from the stereotyped. Latter resort registered effectively.

General Foods took advantage of the Benny network to pull in a pilot for its Low Cabin Syrup affair on the same network Wednesday night. This was done by the device on having read a wire from Larry Hays, central figure in the Wednesday show, congratulating Benny on his new connection.

CARLEBAD BALTS
With Red Arkly, Louis Kitzman,
Red White, Harrison Knox, Ruth Everett
Music, Philosophy
30 Mins.
COMMERCIAL
WEAF, New York

This program as judged by the first sample (14) needed a little pep. Admittedly the conscious policy of the program is a mood of reverence, but the music is too funeral. Red Arkly, philosophizing would have a better accompaniment to music that rippled with the soft melodies of woodland and glen.

At midday afternoon half hour along the lines of haunting tunes mingled with spoken schisms in a way formula if not going overboard on the subject tempo. Orchestral repertory seemed to lead the program into something not intended.

Arkly speaks with modulated intonation. Each syllable comes across clear and crisp. His preachment are more or less familiar but evidence of poignance and nobility and a certain measure of small potato stuff. He is the main dish and the pivot of the Carlebad set-up.

In the tardiness of the NBC organ the personal studio of Lew White is temporarily utilized for the program until the network completes Arkly's installation on the subject. Other evidences suggested some uncertainty in the program. It didn't get away to a twinkling start. Ruth Arkly, who is supposed to have responsibility as a singer. Hard to say what was wrong. Maybe the selections again. Anyhow, didn't stand out as she should have. So there wasn't much to remember in the program except Arkly. And for a 30-minute program more is needed.

Carlebad tried a midwestern campaign last year over WJR, Detroit, and three other outlets. Gene Denals, mind-reader, was the attraction. It didn't work out. He is in same sales talk is retained. That's the build-up for Carlebad, the European watering place, as the spa of kings, prime ministers and plutocrats. Since the treatment at the spa is expensive the spa is brought to suffering humanity in the states through the little beads of concentration, prayer, etc. It's a proslant. Why not dramatize the spa rather than just talk about it in the commercial? It seems a logical idea in showmanhood. Opportunities for the advertising writer are unlimited.

Land.

H. L. Mencken for Sale

Baltimore, Oct. 15.
WFRB is out scanning the town again for a sponsor who will attempt to lure H. L. Mencken onto the air.

Station had one last year, but it was a beer account, and Menck, in view of his rep and writings, as a prize the town by fixing it because of the product.

But his more ardent admirers around here still insist it was because he didn't hold a very high regard for that certain brand of brew.

Lorenz Kenson, who has been sales manager for station WJZ, Oakland, last month accepted an appointment as manager of KGOV, Missoula, Montana.

New York Radio Parade

By Nellie Revell

Personal Finance Loan Corp. auditioned Tim Ryan and Irene Nobletta with Peter Van Steeden Ork at NBC for a half hour show. Audition was piped to a large studio where 250 clients were gathered to pass on the show. This sets some a short of experts who must okay a show.

Some People Like Detroit
M. W. Ayer Agency sent a large staff to Detroit to sell Ford on the World Series. While there, the boys were inoculated with that Detroit fan germ. Boys went for plenty on Detroit.

One Phase of Radio Work
Ole Olmand, rigger of WGY, recently climbed one of the 300-foot towers supporting the antenna of the Schenectady station, to repair a guy wire. Arrived at the top platform he found a family of wasps in residence. Ole retired, hurriedly and in good order.

Dividing Jane Froman
Starting on the 26th, Frances Langford will split the singing assignment of the Bromo Seltzer show with Jane Froman. Pontine Moore sponsor Jane on their own show as a steady feature so didn't want her identified with anything else. Okay for occasional broadcasts but n.g. on the steady opposition.

Showbest Sunday Possibility
Frank McIntyre, Al Swanson, Herbert Davidson, Tom Chalmers and Frank Molloy have auditioned for Charles Winninger's old spot as Cap's Henry on the Maxwell Coffee showbest. Sponsor wants to keep Winninger who resigned to do a legit show, so if present deal goes through, the program may switch to Sunday eve.

Brain Washer-Out
Columbia University may bar whom they wish from RCA Bldg. in Radio City. Copper boundary lines, sunk in concrete, run from 35th avenue side of sunken gardens down both 46th and 56th streets to 56th avenue. Placques sunken in concrete read: "Property line of trustees of Columbia University crossing by permission only which permission is revocable at will." Stetky speaking one needs a pass from Columbia to enter the NBC studios.

Short Shots
Phillip Morris Cigarette NBC network increased by 26 stations giving it a grand total of 111. Pitts Barbery, World-Telegram music critic, auditioned for KBC. Walter O'Keefe will be m.c. at the Essex House when Glen Gray's Ork responds there. Corn Products will sponsor a dramatization of "The Gump," Daily News comic strip, at CBS. Show will be thrice weekly, opening in November. Virginia Hen and Frank Munger, who teamed as "Oliver Palmer and Paul Oliver" some years back, will be reunited for one show on Radioiron on the 26th. NBC ripping audio 30 apart to install an organ. Grace Hayes is broadcasting from various NBC stations in towns where she is headlining at vaudeville theatres. Mark McCaffrey, who authored "Shadow" scripts at CBS and "Song Fire" at ABC, is now head of script dept. of Black Horse and Castle. Pat Barnes hits his 34th year on Friday. Lois Beryl has Leroy Smith as her pianist. Peter Higgins, vaudeville, is to sing on the Billie Tudman show at NBC on the 26th. Adelaide Moffett is now being managed by Ted Collins. Peter Dixon auditioned a new kid show at J. Walt Thompson Agency on Friday.

Garaband Notes
Martin Lewis of Radio Guide has been transferred to the Chicago office. Jack Bauer and Mel Spiegel are the entire staff in New York. CBS Dramatic Guild returns on Oct. 21. Phil Duoy for the new Ed Dowling musical. Larry Harding, CBS announcer, doing a woe bit of composing on the side. Ann Leaf will organize a couple of his tunes. Borrah Minevitch and his Harmonica Kasseels are playing their first night club date at the Club Paradise in Chicago and doubling at the Chicago theatre. Doug Connah of CBS press staff will become a padre around Xmas time. This makes the fourth member of that staff to score this season. Kay Johnson, Bert McMurtrie's new importation from the Coast for ABC needs a wio to read out her program. KGV, which claims to be the oldest station in the country, celebrated its 15th year on Sunday. Jack Denny apartment hunting. Max Scholl will manage Buddy Rogers' orchestral affairs for the next two years. Dorothy Atkins, a show gal and niece of Paul Whiteman, gets a singing sustaining at ABC. Roland Bradley, once of WGY and now of WINA, is a padre. Mrs. Bradley was Elizabeth Kittel, sister of Clyde Kittel, NBC announcer. Sunny Werthan, executive of WCA, is in Post Graduate Hospital for observation. Ed Murray makes it 24 years on Oct. 26. A 12-voice chorus under direction of Leith Stevens has been signed for the Chevrolet show.

Gossip
Bob Armstrong Ork, Mary Courtland and a vocal quartet is the new show for Ludens at CBS. This outfit once had time at NBC. Henceforth ABC remote announcers have to work in tax since they now have to cover Harry Rosenthal Ork from Place Piquale, Maximilian Bergers (Max Berger) from the Park Lane. Ed Fisher of WNEW is under the weather. In private office of J. P. Gude, head of CBS press dept., in large foto of Radio City taken from the window of his office. Maxwell and Lee, radio harmony team now at the Greenwich Village Inn. Vera Burke renewed at the Governor Clinton. Molasses and January will celebrate their sixth year as a team on the 24th. CBS Americana School of the Air returns for sixth year on Oct. 22. The "Slinders" open at the Roxy soon. John Greig will guest star on Bond show at the 21st as "Professor Epinaud Ork", which character is successor to his 'Prof. Lucifer Butts'. Mital Green back in town. Andre Baruch doing the Chevrolet series at CBS. Edward Childs Carpenter, author of "Order Please" at the Playhouse theatre, is brother-in-law of Karl Knight of WJCA staff and rewrote second act curtain to put in a plug for Knights Voice of Romance. Bill Hays, mag editor, Charles Locke, script writer, and Bill Wiggs, handmaster, have organized to form original musical shows for radio.

Stand By
William Malone, former account executive of Cowan & Deniger, is now with Luckey Bowman, Inc. Bob C. Marshall, secretary to McMurtrie at ABC, week-ended at home in Boston. Leo Rosetta, NBC ace pianist, has been curing in the Catskills for the past year; returned to NBC last week. Marilyn Duke in town from Atlanta, Ga., just two days and has a spot at NBC. Was Sieberling Gal over WGBT. Johnny Marvin of the Oklahoma draw and one of the Thousand Islands is heard twice per week over WGY. Elsie Thompson, former organist of the Brooklyn Par, is now staff organist at CBS. Oct. movers include Leith Stevens, Walter O'Keefe, Don Ball, John Carls and Kate Smith. Jack Barry of WNEW has new commercial. A rail poll. Nick Kenny gets another amateur show. This time at WNEW. His brother, Charles, is helping while Nick is in hospital. Harold Lee, Tom Quire and now singing over WTC, was taken to the Hartford Hospital with a serious illness. Irene Haysley in town. Visited with friends at CBS. John Carls, chief of CBS announcers, has the flu bugs. Bromo Seltzer rebroadcasts at 11:24 for the Coast. John Boles smokes cigars continuously at his rehearsals.

NEW STUDIOS — NEW CONDUCTORS! ORIGINATING FOR THREE NETWORKS



HAROLD STOKES

Leader of the new W-G-N Dance Orchestra

Director, composer and arranger of popular music . . . Young, brilliant, versatile . . . At 29 a master of modern melody . . . Conductor of the first coast-to-coast commercial broadcast from Chicago, the Studebaker Champions . . . Staff conductor with NBC . . . Conductor of the Canotone Contended Hour . . . Sealed Power . . . Palmer House Promenade . . . Cleveland Carnival Hour, and many others . . . Outstanding leader of modern dance music . . . Harold Stokes signs his bow to the Middle West audience in charge of W-G-N's new 22-piece dance band.

**THE CHICAGO TRIBUNE
STATION**



**appoints the
greatest maestros
in the Middle West**

**to conduct its
two studio
orchestras**



HENRY WEBER

Musical Director—Conductor of the W-G-N Concert Orchestra

At 33 a veteran of a dozen years with the world's finest orchestras . . . Maestro of opera . . . Director of symphony . . . Student with Richard Strauss . . . Graduate of the Imperial Academy of Vienna . . . Debut at the Royal Opera in Bremen . . . Conductor with The Chicago Civic Opera . . . The world's youngest conductor of a major opera company . . . The first American to direct an operatic academy in Italy . . . Guest conductor with The Chicago Symphony . . . Staff conductor for NBC . . . Henry Weber directs W-G-N's musical activities, including the newly augmented W-G-N concert orchestra.

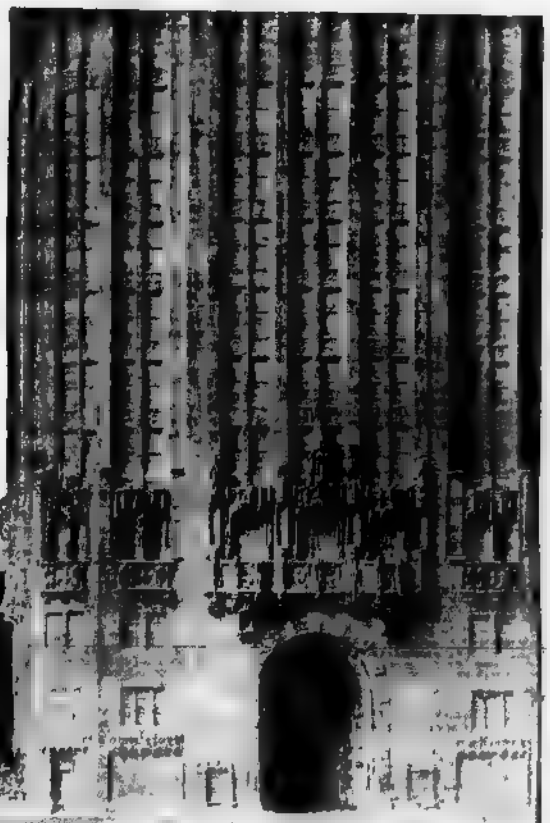


**NOW ORIGINATES THE FOLLOWING
PROGRAMS FOR THE THREE NETWORKS**

MUTUAL BROADCASTING SYSTEM
"Lum and Abner"

NATIONAL BROADCASTING COMPANY
"Clara, Lu and Em"
"Little Orphan Annie"
"The Singing Lady"

COLUMBIA BROADCASTING SYSTEM
"The Romance of Helen Trent"
"Just Plain Bill"



A Model Broadcasting Studio Building

Construction work was started October 1 on the new \$500,000 broadcasting studio building which will be devoted exclusively to W-G-N programs. Built on Michigan Avenue, Chicago's main avenue, adjoining TRIBUNE Tower, this building will house the best in radio studio equipment offering W-G-N listeners and advertisers the finest facilities in radio history. Among the many construction features will be a theater-studio which will seat 600 spectators.

New Business

ROCHESTER

W. J. 7 and **W. J. 10** are the two stations in Rochester which are now broadcasting on the new frequency of 1470 Kilocycles. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city.

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Network Renewals

Starting Programs (New)
W. J. 7 and **W. J. 10** are the two stations in Rochester which are now broadcasting on the new frequency of 1470 Kilocycles. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city.

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PHILADELPHIA
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LEON BELASCO

ADVERSE HOUR
W. J. 7 and **W. J. 10** are the two stations in Rochester which are now broadcasting on the new frequency of 1470 Kilocycles. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city.

Columbia Broadcasting System
THOMAS "FATS" WALLER
On Radio Columbia Network
5 TIMES WEEKLY
See Your Radio Dealer
PHILADELPHIA

JACK DENNY
AND HIS ORCHESTRA
See Your Radio Dealer
PHILADELPHIA

fred allen's
"GREAT BALL THROUGHT"
See Your Radio Dealer
PHILADELPHIA

VIVIAN JANIS
"REMEMBERED TO REMEMBER"
See Your Radio Dealer
PHILADELPHIA

LOOK AT HIM! **COLUMBIA NETWORK—MON NIGHTS AT 8:30**
THE BLOCK and SULLY
See Your Radio Dealer
PHILADELPHIA

SEAN RAPIDS
W. J. 7 and **W. J. 10** are the two stations in Rochester which are now broadcasting on the new frequency of 1470 Kilocycles. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city.

ONE WOMAN
W. J. 7 and **W. J. 10** are the two stations in Rochester which are now broadcasting on the new frequency of 1470 Kilocycles. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city.

OSTON
W. J. 7 and **W. J. 10** are the two stations in Rochester which are now broadcasting on the new frequency of 1470 Kilocycles. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city.

CHICAGO
W. J. 7 and **W. J. 10** are the two stations in Rochester which are now broadcasting on the new frequency of 1470 Kilocycles. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city.

NEWARK
W. J. 7 and **W. J. 10** are the two stations in Rochester which are now broadcasting on the new frequency of 1470 Kilocycles. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city.

OSAMA, NEBRASKA
W. J. 7 and **W. J. 10** are the two stations in Rochester which are now broadcasting on the new frequency of 1470 Kilocycles. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city. The new frequency is now being used by the two stations and the old frequency of 1450 Kilocycles is now being used by the other stations in the city.

MARK WARNOB
BORDEN'S
45 MINUTES
HOLLYWOOD
See Your Radio Dealer
PHILADELPHIA

ARTHUR BORAN
RADIO FAVORITE MUSIC
ARCHAIC INTERNATIONAL HOUSE
See Your Radio Dealer
PHILADELPHIA

GRACIE BARRIE
HELD OVER
CASINO DE PAREE
See Your Radio Dealer
PHILADELPHIA

ABE LYMAN
CALIFORNIA ORCHESTRA
COAST-TO-COAST
See Your Radio Dealer
PHILADELPHIA

MILLS and PARKER
Radio's New Comedy Plot
See Your Radio Dealer
PHILADELPHIA

EMERSON GILL
ORCHESTRA
METAL WESTERN HALL
OUTDOOR
See Your Radio Dealer
PHILADELPHIA

COMMERCIALS

WEEK OF OCT. 16

This Department lists sponsored programs on both networks, arranged alphabetically under the advertiser's name. All time is p. m. unless otherwise noted. Where one advertiser has two or more programs they are listed consecutively. An asterisk before name indicates advertising agency handling account.

Abbreviations: Su (Sunday); M (Monday); Tu (Tuesday); W (Wednesday); Th (Thursday); F (Friday); S (Saturday).

ALMA PAINT 11:30-W-W-W-W-W Painting (McDonald) *Horn, H. & M.	ALMA PAINT 11:30-W-W-W-W-W Painting (McDonald) *Horn, H. & M.	ALMA PAINT 11:30-W-W-W-W-W Painting (McDonald) *Horn, H. & M.	ALMA PAINT 11:30-W-W-W-W-W Painting (McDonald) *Horn, H. & M.
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NOTICE!

THE NAME
"PARKYAKAKAS"
is registered by
HARRY EINSTEIN

Thanks to EDDIE CANTOR, radio's greatest showman, for the opportunity of presenting the character of PARKYAKAKAS on his CHASE & SANBORN RADIO PROGRAM.
(Signed) HARRY EINSTEIN

"The Evangelist of Rhythm"

WILLARD WILSON

DEEP RIVER ORCHESTRA

"Plantation Echoes"
Sponsored by VICKS
ST. MORITZ HOTEL

GROMBACH PRODUCTIONS, INC.
STUYVESANT BLVD., NEW YORK CITY
Tel. Circle 1-3075

GRACE BARRIE

BROADCASTING WITH
LEON BELASCO'S ORCHESTRA
From the CASINO DE PAREE

Commencing Sunday, Oct. 21st—11:30 to 12 Midweek
Wednesday—11:30 P.M.

WABC—COAST TO COAST

Sole Direction
HERMAN BARRIE
1818 Broadway, New York City

LAZY DAY

(RIVING KAUFMAN)

THE MIRACLE MAN OF RADIO

BROADCASTING FOR
OLD ENGLISH NO-RUBBING
FLOOR POLISH

FOR THE THIRD CONSECUTIVE YEAR

Via COLUMBIA CHAIN
54 STATIONS

EVERY SUNDAY, 2 P.M.

HELD OVER

2nd WEEK—ROXY, New York

(WEEKS OCT. 1 AND OCT. 22)

MANAGEMENT
CHARLES C. HASIN
155 W. 44th Street, New York

ELENORE WOOD
EXOTIC DANCER
Held Over Paradise Restaurant
Broadway at 40th Street, New York

PERMANENT PAYER OFFERS

Ray Noble Stays in U. S., but Not As Maestro; Joins Par as Songwriter

Ray Noble, British band-leader, who was denied permission by the American Federation of Musicians to do broadcasting or else work on this side, flew Saturday (13) to Hollywood to close a writing contract with Paramount. Deal, which is being arranged through Tom Rockwell, of Rockwell-O'Keefe, Inc., will, if played all around, provide for Noble's doing the score for Bing Crosby's next picture. Terms already agreed to call for a minimum of eight weeks at \$1,000 a week.

Only detail of the agreement to be leaked out has to do with the publishing rights to Noble's manuscripts for Paramount. Noble insists that the rights go to Robert Music Publications, Inc., a Rockwell-O'Keefe subsidiary, while Paramount and Lou Diamond want the songs turned over to Famous Music Corp., Paramount's subsidiary. Diamond is president of Famous.

Noble will join the Paramount payroll immediately upon his signing of the contract.

Hollywood, Oct. 15.

Ray Noble's multiple duty contract with Paramount calls for him to compose, orchestrate and conduct music. He will work under Nathaniel Pionton's supervision.

Metro Settles With Chappell On the 'Widow'

Metro-Goldwyn-Mayer on behalf of itself and Republic Music Co. has settled its suit, paid Chappell & Co. a cash settlement and further settled the 'Merry Widow' song rights by ceding to Chappell the Canadian and foreign publication rights of the official Metro film score (new lyrics by Lorenz Hart).

Robbins retains the U. S. pub rights and is also granted the U. S. and Canadian radio and other performing rights so that no other complications will arise, such as those which halted Paul Whiteman's broadcasting of the Robbins film version on a chain hookup which carried the music into Canada. 'Widow' being in the public domain for the U. S., there was no question about the public performance in this country.

Chappell owns the Franz Lehár score's publication rights for the world. By virtue of a recopyrighting in 1907 of a new arrangement, its present 25 years' copyright protection doesn't expire until next year. Chappell threatened suit but none was actually started.

Law Suit to Determine Who Wrecked Of '97

Washington, Oct. 15.

Supreme Court will review evidence in the case involving authorship of the song 'The Week of the Old '97.' Suit is against Victor Co., brought by David Graves George of Greens, Va., who seeks royalties on record he claims he wrote to tune of 'The Ship That Never Returned.' Disc makers contend song was work of Fred Lewey and Charles Meach, who led it on tune 'The Parted Lovers.'

Reichman of Palais When Ben Marden's Palais Royal opens for the new season shortly, Joe Reichman will wear the baton. Paul Shull will come along with the outfit to warble.

Reichman has been out of town, recently appearing at the Hollywood Casino in Buffalo.

Berle and Tappin in New Casino Parée Show

Milton Berle opens at Casino de Parée, New York, tomorrow (Wednesday). At the same time Al Trahan departs.

Another change in the Paré's floor show cast has George Tappin replacing Paul Draper.

Chi Majestic, Cort to Open As Casinos

Chicago, Oct. 15.

N. S. Barker will open the former vaude Majestic on a Casino de Parée policy Nov. 15. He has taken the option on the property and is redecorating the spot. Barker also operates the burlesque Rial and Garter.

Barker wants to set up a mutual booking arrangement with the Casino de Parée in New York for the interchange of shows.

Also going into the Casino policy is the Cort theatre. U. J. Hermann having last week made arrangements to turn the house over to new operators.

Opening of the Majestic will not be the first of these spots in Chicago, the opera Auditorium having pulled a sleeper with that policy last winter when it was opened by Andy Reber as the Cascades. Spot lasted only four weeks.

MARDEN BRINGING N.J. SHOW OVER TO B'WAY

Roy Marden will reopen the Palais Royal, Broadway niterie, either Oct. 25 or Nov. 1, bringing over from the Riviera, Englewood, N. J., both the present floor show and band, the Dorsey Bros. Jimmy McHugh, who with Dorothy Fields, wrote the show's score, will do the staging with an augmented cast.

Dorsey Bros' contract, which runs to Jan. 2, will be renewed so as to extend for a year, with the Palais Royal reopening as the starting date.

OLSEN'S OLSENS

George Olsen has signed the brothers Olsen and Olsen (no relation) to fashion tunes specially for the Olsen-Kelley Musical organization. The songwriting Olsons were previously with Ted Weems.

Olsen brought Gordon and Revel to attention through having them under personal contract before they connected with Paramount Pictures.

COWGALS TO HAWAII

San Antonio, Oct. 15.

Jerry MacLain's cowgal band, which originated in San Antonio and played one night spots in the Southwest for years, sailed for Hawaii to play the Honolulu rodeo and dance job.

Figuring on a swing through Japan before returning.

MILNE GOES DOES

Portland, Ore., Oct. 15.

Del Milne, nite club m.c., has opened his own dine and dance place, Omaha, which was formerly the Arab Inn, where Milne and his ark recently entertained.

Included in Milne's show are Maud Abbott, Harry Shaw and Thomas Higgins, Irish comic.

TIN PAN ALLEY LIFTS THE CHECK

A Perennial Habit with Music Men Who Make Possible All the Fun and the Jobs for Purveyors of Popular Music—Nelson's Debut at New Yorker an Example

WHY?

By ABEL GREEN

Like the time-honored, theoretically sacrificial character of melodrama, the music men are the ones who always pay and pay and pay. And how!

They're the putties for the good time Charles of the radio-music-show life. Or call it any other name: Ozzie Nelson's opening at the Hotel New Yorker last week is an excellent example.

For two hours Ken Murray, pressed into service as m.c., held the floor as confederate of the Nelson debut festivities and introduced a host of neo-celebs from all branches of the amusement field. But carry a music pub or a music man, save a couple of visiting maestros from London (Ray Noble) and San Francisco (Merredith Wilson). Their hosts—and the hosts of almost all of the other on-the-cuff guests—were taken as a matter of course.

It was never so significantly brought out as at this particular opening, which otherwise would rate as just as they dance band premiering into just another hotel. There will be at least three or four more such 'openings' at this same hotel, the New Yorker, in the course of this year. That's as a matter of course because of the various hotel's general policy of switching its dance attractions.

But it brought home how necessary is the very thing which the music publishers and their song-pluggers donate to the bands and the radio which makes possible all such festivities of the type such as this.

Yet it's the music man, giving everything to the gaiety of the evening, who must also be present in order to economically underwrite the festivities.

So self-conscious is everybody (Continued on page 50)

4 SPOTS AT ONE TIME, TOP FOR BIRMINGHAM

Birmingham, Oct. 15.

Club Florentine, Birmingham's first night club, has been reopened. Frank Rae's orchestra is supplying the music.

Nickelback Club has also reopened for the winter season, and with the Hollywood and Thomas Jefferson running, Birmingham has the largest number of niteries in many a year.

STEIN SAILS

Chicago, Oct. 15.

J. C. Stein of Music Corporation of America sails for London and Paris Oct. 20.

Stein will return some time in December.

Orchestra Routes

Band and orchestra routes appear in this week's Variety on page 55.

ASCAP's Third Quarter Divvy Off 15% as Point Rating System Starts

College Inn Reaches Far In Plugging Geo. Olsen

Minneapolis, Oct. 15.

Patm for long-distance night club newspaper advertising goes to the College Inn, Chicago. It's advertising the appearance of George Olsen and his orchestra in amusement columns of local sheets, although Minneapolis is more than 125 miles distant from Chicago.

Flying time between two towns, however, is around three hours, and maybe that's an influence with the Chi niterie.

Pop Pubs Study Revised Code Shortening Hours

Popular music publishers met at the Astor yesterday afternoon (Monday) to consider the revised draft of the industry's code as passed on by the NHA Labor Board. The new document calls for a reduction of the working week from 46 to 45 hours, and an upping in the minimum age of children employees.

Under the revised provision in the labor clause, the publishing industry may not employ any one under the age of 18, unless the candidate can come under the classification of 'youthful genius.'

In a letter to John G. Paine, chairman of the Music Publishers Protective Association, explaining the latest changes in the code, P. A. Murkland, deputy NRA administrator, declared that the Labor Board had found that there was no justification for continuing the music industry on a 46-hour per week basis. Revised hour provision, however, permits the industry to work its employees overtime two weeks in the first six months of the year, and three weeks in the second half of the year to take care of peak periods, inventories, etc.

Also covered in the latest code changes is the method of electing the code committees. New provision makes the selection of committee members the concern of the entire industry. Under the previous arrangement, the elections of the administering groups were to be left to the two trade associations, the MPPA and the Music Publishers Association of America, latter representing the standard faction.

Ed Burnett Loses 'Baby' Plea in N. Y. Fed. Court

Eddie Burnett's right to collect a royalty on 'My Melancholy Baby' from the Joe Morris Music Co., was denied by Judge Cox in New York Federal Court last week. In dismissing the suit brought by Burnett, writer of the tune, the court upheld the validity of a bill of sale which, it was alleged, the song's original publisher, Theresa C. Bennett, obtained from Burnett.

Morris contended that Burnett sold the song outright to Bennett in 1912 and that Bennett, in turn, disposed of the contract to Maurice J. Lawson, music printer. In 1915, averred Morris, he bought the rights from Lawson.

Copyright on 'My Melancholy Baby,' which since 1915 has undergone three substantial song-sheet rewrites, will expire in 1938. Rights will then revert to Burnett.

Jimmy Ashley, Chicago composer, in N. Y. to write music for Ned Weyman's forthcoming musical 'The Yoke Reveal.'

Income of the American Society of Composers, Authors and Publishers took a substantial dive through the month of July, August and September. Checks distributed among ASCAP members last week showed that the royalties accumulated for the third quarter of 1934 were around 15% less than they had been for the April-June stretch of this year.

Responsible to a major degree for the drop in revenue was radio. Although the national networks went through the past summer doing jointly around 20% better than they did during the 1933 warm spell, the society's return from local stations was away off from what it had been the summer before. Collections from hotels and cafes have, on the other hand, held up nicely the past three months. Same applied to the theatre operating industry, despite the fact that the new seat tax was in controversy.

Society's receipts have showed a downward trend for the past three quarters. From a peak \$600,000 quarterly plus the split-up for the April-June period dropped under the \$450,000 mark.

Recent move by the publishers' classification committee, through which the double and triple letter ratings were replaced by a point system, had little effect on the individual shares meted out to publishers in last week's distribution.

This was made clear in a note (Continued on page 62)

SONGPLUGGERS TO STAGE OWN BENEFIT

Certificate of organization for Professional Music Men, Inc., composed of publishers' contact men—songpluggers to you—was approved by Justice Dore in the N. Y. Supreme Court last week.

PMM is arranging to bolster its exchequer through a benefit performance at the Shubert theatre, N. Y., some time in November or December. Jonie Tape will chairmen the event.

FISCHER BUYS CHI CASINO OUTRIGHT

Chicago, Oct. 15.

Clifford Fischer has taken over the French Casino, which has been housing the 'Folies Bergeres' show for the past 12 weeks.

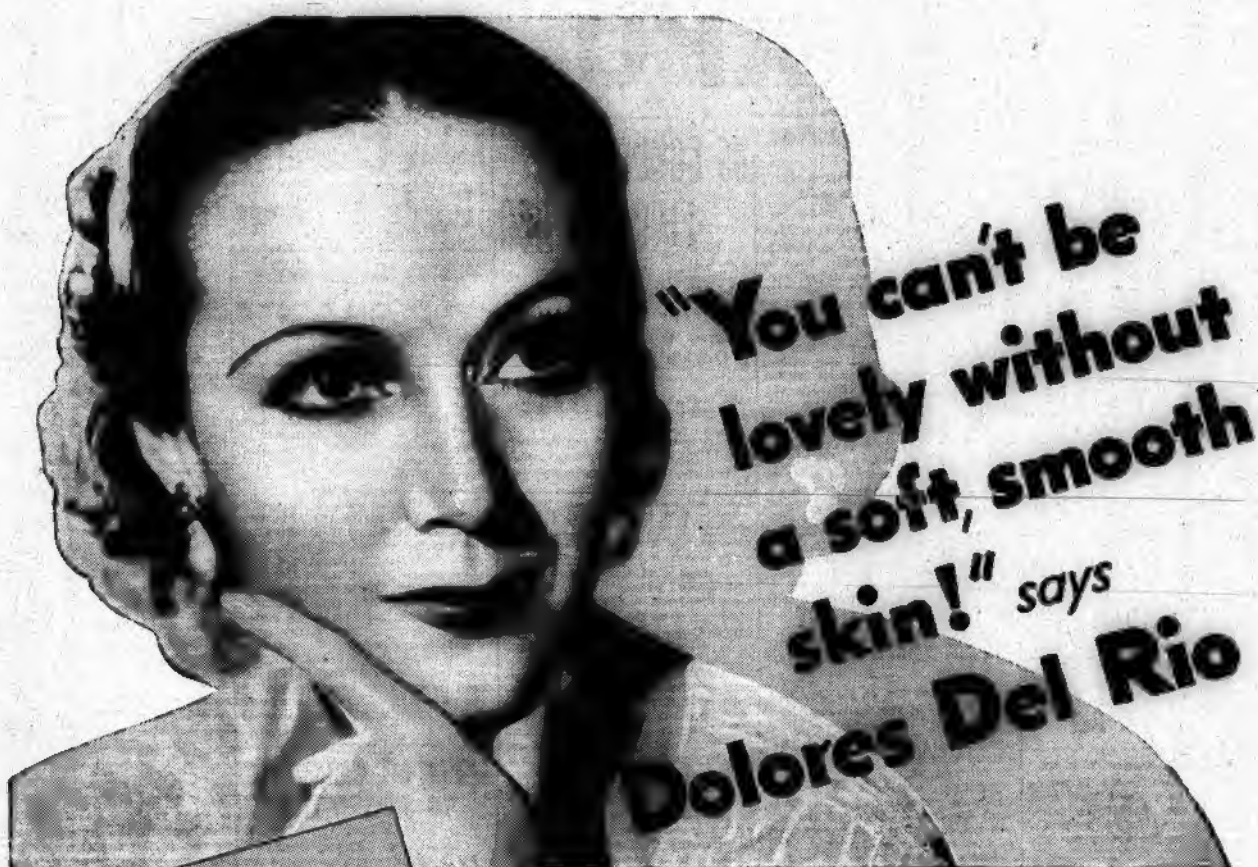
Fischer has full control of the niterie, having bought out the interests of J. C. Stein, Jack Huff, and a couple of others who had small shares. Fischer plans to continue the Frenchy type of show in the spot when Bergere's revue leaves.

Henry Santly's Estate

Appraisal of the estate of Henry W. Santly, partner in the publishing firm of Santly Bros., who died Feb. 14 of this year, was filed last week with the New York Surrogate Court. Gross assets were given as \$18,367 and the net \$10,262.

Entire estate, whose chief assets consisted of stocks and bonds valued at \$14,411, was left to Santly's mother, Mrs. Esther Santly.

Ben Fields debate into the formal atmosphere when he made an appearance at the Hotel Plaza, just a year ago he was at Rosebud, thumping it out for the mob.



"You can't be lovely without a soft, smooth skin!" says Dolores Del Rio

See
DOLORES DEL RIO
IN WARNER BROTHERS'
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"I use cosmetics," says Dolores Del Rio, "but every tiny bit of stale make-up I remove thoroughly the Hollywood way. Then my skin is protected—kept the way I like it!"

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Cosmetics Harmless if removed this way

Unless you leave stale make-up in your pores to choke them, cosmet-

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